

# The wonders of aesthetic plastic surgery

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# The Wonders of Æsthetic Plastic Surgery

By

Charles H. Willi

This article has been specially written for *The Swiss Observer* by our compatriot Mr. C. H. Willi, F.C.P. (Lond.), F.R.S.A. (Lond.), Membre de l'Academie Latine, the principal of the Hystogen Clinic for Plastic Surgery, and is based on twenty-five years experience and the successful treatment of ten thousand cases.—*Editor.*

The word surgery awakens in the mind an inborn fear and immediately suggests terrifying thoughts of chloroform, suffocation, and the knife, of blood shedding and pain, of poisoning and scars.

With the present development of surgical technique, such fears are absolutely groundless, and I wish particularly to emphasise that scarless plastic surgery, when performed by an expert, is a safe and successful method to correct facial blemishes, the result of birth, accident, ill health, worry and age.

The desire for a good facial appearance is not born out of vanity or conceit, but is only a part of nature's urge to strive for expression and perfection, a divine attribute of man and the origin of all his work and progress. Because of this, men of science lend their genius to this deserving cause of preserving, restoring and mending the facial appearance.

In all countries, in all ages, human beauty has been a power and a joy, a power to its possessors and a joy to its beholders. The lovely face of Helen of Troy "launched a thousand ships and burned the topless towers of Ilium;" Pascal declares that "if the nose of Cleopatra had been shorter the whole face of the earth would have been changed," and is not Michael Angelo as immortal as Julius Caesar and Phidias as Pythagoras? Human beauty, alive in the flesh, carved out of marble, immortalized on canvas and preserved in literature, is and always has been a great driving and spiritual force in the life of the world. Womanly beauty, in particular, has evidently some deep significance, and the interest taken by women in their own looks and in all pertaining to their beauty is a sound and natural instinct, as it cannot be denied that beauty does, and always has, played a great part in love and marriage.

A woman without beauty is a woman handicapped, not only in her professional or social life, but in her natural aspirations, and all legitimate efforts to improve her looks and carriage are not only desirable but essential to her complete happiness.

Most women are born with some share of beauty but those who are lacking a good part need no longer despair.

## *The Cause of Sagging Skin.*

The elasticity and vitality of the skin and the firmness of the underlying fat gives to the face the unwrinkled appearance which is so characteristic of youth.

As soon as there takes place a degeneration of the skin tissues the face loses its contour and lines, hollowness and bagginess appear.

Whilst this condition of the skin is generally consistent with old age, it frequently occurs in younger people, and with the middle aged, owing to worry or ill health, with most distressing results. Very often, but not always, where much fat has been lost in youth, the elastic fibres are strong enough to draw the skin together, but not so later in life, when the skin has lost its power to contract.

There is little doubt that any part of the skin which is subjected to continual irritation tends to become loosened.

## *Obsolete methods of treatment.*

There are various methods in use at the present time which aim at removing these signs of age or ill health and worry, and that most generally known is massage — both by hand and electricity.

Massage has a beneficial effect upon the skin nutrition, but once there are furrows and wrinkles to be removed, this form of treatment is useless. No man yet rubbed out a line from the palm of his hand and no one will ever rub out the lines on the face or anywhere else on the body.

No matter with what, or how much, rouge, powder, cream and other obvious make up the skin of the face is painted and covered, the dark circles under, and the overhanging loose skin above the eyes are not to be hidden, nor the lost contours of the face and neck restored by any such artificial means.

No amount of massage, slapping, kneading, rolling, exercises, foam and mud baths, applications, creams, lotions, pomades and other appli-



Ultra Modern Plastic Surgery performed with the aid of the Radio Knife. A current of two million vibrations per second passes the needle on the instrument as seen in this photograph which cuts the skin without pain, bleeding or scar.

cations, nor the use of any apparatus in existence can ever restore to the face its pristine beauty or relieve a sufferer from a facial blemish. Neither can the grafting of glands nor the injections of their secretions into the blood stream, with all their beneficial qualities for health, permanently affect the structures and the features of the face.

## *History of Plastic Surgery.*

The idea of Plastic Surgery is no new thing. The desire to correct facial blemishes to improve the appearance and to remove the unmistakable, unprevented, signs of age, worry or ill health, is as old as the ages.

Whilst it is probable that the wise men of Egypt conceived the idea long before the pyramids were built, it is certain that practical treatment was attempted by Sisarata 1000 B.C. and in the time of Augustus Caesar.

Famous medical men of the ages have taken the treatment a step further. Among them are: Celsus 63 B.C., Galen 160 A.D., Branca 1450, Tagliacozzi, 1456, Paré 1575, Graefe 1816, Diefenbach 1845, Langenbeck 1851, Bush 1859, Néalon, 1868 Thirsh 1874, Koenig 1886, Gersuny 1887, Roe 1887, Shimmelmush 1892, Ombredanne 1904, Lexner 1909, Joseph 1930. Built on the knowledge and experience of these great pioneers the skilled operator is now able to perform on the face the most delicate of operations without the slightest pain or danger.

## *THE SCIENTIFIC METHOD.*

The work of the plastic surgeon is too diverse to give a complete account of it in the small space here available. The following, however, will give the reader some idea of the most frequent operations:—

## *NOSE OPERATIONS.*

Any of the following types of noses can readily be altered and made to harmonize with the rest of the face. Broken, crushed, twisted; distorted noses as the result of injury; deviation of

the septum; dropping, broad and saddle-noses; double tipped, excessive hump (Jewish nose); flat and red noses (Säufer-nase).

## *EYELIDS.*

Puffiness under the eyes, overhanging eye lids which impair the vision, defects of the eye lids, etc.

## *EARS.*

Correction of ears of abnormal size. Correction of any lobe abnormality, broadness and length. Outstanding ears and other defects of the appearance of the ear.

## *LIPS.*

Correction of lip deformities and distortion; protruding lips, negroid lips, non-symmetrical lips, scars, uneven distribution of red colouring, etc.

## *CHIN.*

Receding chin; protruding chin; double chin; too pointed chin, etc.

## *CHEEKS AND NECK.*

Loss of contour, hollow cheeks; depressions; skin furrows; and exaggerated expression lines; scars; non-symmetrical cheeks.

## *SKIN FLAWS.*

Papiloma; Warts; fibrous growths; Redness of face; cysts; Moles; Birthmarks; Lipoma; Red Veins.

## *WHAT AN AESTHETIC PLASTIC OPERATION MEANS.*

Aesthetic plastic operations are carried out with as strict aseptic (free of germs) precaution as a major operation, and are rendered absolutely painless by local anaesthesia. Either the skin is frozen by a spray of ethyl chloride or novocain is injected subcutaneously. As soon as the novocain acts the sensibility of the tissues is totally abolished. There is no pain, and there is not the

## CORRECTION OF THE LOSS OF THE CONTOURS OF THE FACE AND NECK



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slightest risk that the little wound made in the skin will fail to heal quickly and perfectly, for as scientific anaesthesia has abolished pain so aseptic methods have assured healthy healing.

Surgery to-day is aseptic, that is to say it takes the greatest care to remove all germs before operation and to keep them out after operation. In the complete absence of germs there can be no decay or suppuration.

Every instrument used is thoroughly sterilized under steam pressure, also every towel, bandages, the operator's and assistant's gowns and linen trousers, the rubber gloves, the mask, the head cap. The patient is wrapped in sterile linen and the skin on the face sterilized. The hands and nails of the operator are washed and scrubbed and no germ has a chance in the modern operation theatre.

Without pain, and without risk, the operation is very little of an ordeal, to even the most nervous and sensitive woman.

All preparations are made by the nurses before the patient arrives, and in a few minutes the work is done to the satisfaction of the patient.

#### THE AUTO FAT TRANSFERENCE PROCESS.

Towards the end of last century, the Viennese Surgeon, Gersuny, introduced the method of restoring or improving facial contours by the subcutaneous injections of the paraffin compound called "Vaseline."

By such injections he not only restored the contour of the face but was able to improve the shape of certain types of noses. His method became popular and many surgeons developed it and perfected it.

In some cases it has shown excellent results, but there is always the danger of the paraffin spreading from the area of injection with undesired results. Because of this danger and drawback the paraffin injections have been discontinued.

There has now been evolved, by myself, after some years of research work, an entirely new technique for the correction of the facial contour and loss of tissue, whether caused by accidental injury, ill health, age or worry, for the removal of depressed scars for filling up exaggerated expression lines and hollows.

This involves the use of fat taken from the patient's own body, which is then specially prepared and transferred to the required place by the aid of a newly invented syringe.

The fatty tissue so obtained and injected thrives at once in the new surroundings. Not only does the addition of this new living tissue fill up the depressions but it also brings new energy to the flabby and withered skin. The whole process is done under the most stringent aseptic conditions and is rendered painless through the application of a local anaesthetic.

#### BAGGINESS.

One of the commonest sites of local bagginess is the eyelids and under the eyes. The skin there is particularly fine and delicate, it is in constant movement, and it is therefore very liable to be stretched and wrinkled. This is very unfortunate, for the beauty and expressiveness of the eye depends chiefly on its setting, on the shape and character of its lids and surroundings; and as is well known, it is extremely difficult to identify even well-known eyes, if merely the eye balls are shown through two holes in a sheet or in a mask.

The youthfulness of an eye too depends more on its setting than on its brightness, and a bright eye set in loose, wrinkled skin tells of age rather than of youth.

Therefore it is very sad and unfortunate that the skin round the eyes tends so soon to slacken and wrinkle; but on the other hand, the skin is particularly easy to repair. A little crescent removed by the "radio needle" under the eye and the edges brought together at once cures the bagginess under the eyes, and in the same way the upper eyelids can be given a smooth and satin like appearance.

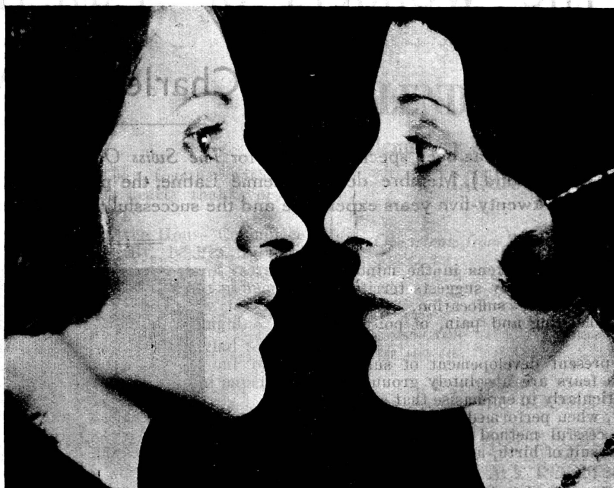
The skin is very thin, and its cut edges heal quickly and perfectly, so that it requires a magnifying glass to detect the tiny line of the operative incision. The eyes at once regain their youth, and not only regain but retain it, for delicate though the skin be it shows little tendency to slacken and wrinkle a second time.

#### FACE LIFTING.

The method for the restoration of the facial contour as practised by myself first in 1911 and developed since then to the present standard of efficiency, is now copied and practised by surgeons in every big capital in the world, with more or less success, according to the capability of the operator.

Face lifting is the easiest of all plastic operations and has become very popular amongst people who depend for their living on a good facial appearance and who would, without its aid, have to retire earlier from the activities of their life.

## THE ART OF IMPROVING THE NOSE



The correction of the nose is made from within the nasal cavity, (intranasal), so as not to leave the slightest mark showing the interference. Many well known film stars and actresses, also many prominent boxers have had their noses corrected by this method.

## THE CORRECTION OF OVERHANGING UPPER EYELIDS AND BAGGINESS UNDER THE EYES



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The treatment is absolutely harmless to the most delicate eyesight. It cannot possibly affect the optic nerves as only the outer skin is touched.

By removing the overhanging skin on the upper eyelids, which impairs the angle of vision, the sight is improved.

Face lifting is advisable in cases when the facial skin as a whole is baggy and hanging, and when the contour of the neck is lost (Turkey neck). In such cases it is far better to remove the superfluous skin than to try to round it out by the Fat Transference Process as already described above.

In general sagging of the facial skin the line of incision is made just in front of the ear and along the temple artery under the hair. A section of the skin is removed here just as much as is required, the skin is undermined and detached from the underlying muscles of the cheeks, the skin is tightened and its margins closely held together by hair like sewing material. It is just like taking a section out of the back of a loose waistcoat and it is just as harmless as cutting the hair or nails (which are themselves simply a form of skin) when they grow too long.

The operation is performed within an hour and a woman so treated can resume her duties the following day. During the first five days a small dressing covers the place where the skin has been tightened, but this can easily be hidden with the hair; on the 7th day all the stitches are removed without a trace or scar.

The result of the face lifting takes about ten years off the man's or woman's age, as any one can see by making the experiment manually with the skin of the cheeks. Indeed there is nothing doubtful about the effect of the operation for the person to be treated can force the result.

Stand in front of a mirror and with the finger tips gently draw up the loose skin from the jaw bone towards the ears and upwards towards the temples.

The result is permanent. By permanent I do not mean that a woman of forty, who has been put back in appearance to the age of twenty five, will remain looking twenty five, but in fifteen years time (unless she has another treatment eight or ten years after the first, which can be repeated with the same ease as the first one) she will again look forty, but only a young forty, not her real age of fifty five.

Although the facial contour can be restored by this method at any age it is advisable to go for treatment as soon as the skin becomes loose thereby preserving the natural facial appearance up to old age.

This, in short, is the story of a great endeavour and its achievement to date. Its progress will continue until man's genius triumphs over time, and solves the great mystery of the working of our bodies and minds.

New discoveries will be made which will throw new light upon the working of the glands of the body which will doubtless affect the tissues and muscles of the face, and to some extent defy the ravages of time and age.

But until then, Aesthetic Plastic Surgery can well high be considered as one of the noble arts, dealing as it does with the living form, and bringing untold happiness to untold thousands.

## REJUVENATION OF THE FACE BY THE AUTO FAT TRANSFERENCE PROCESS



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## Approaching Retirement of Federal Councillor Dr. E. Schulthess

Federal Councillor, Dr. E. Schulthess, has intimated that he wishes to resign from his high office at an early date. This announcement did not come as a surprise to his immediate entourage, it was known for some time amongst his friends, that before long he intended to leave the government.

Excess of work, coupled with great responsibilities, have slowly sapped his strength. And yet his statement, to be relieved of his office, came as a surprise to the public. The reception which his *exposé*, made recently at Aarau, about a new orientation of Switzerland's economic policy, received in the Press, Financial and Political circles, has undoubtedly a great deal to do with his determination to depart.

In this *exposé* M. Schulthess declared that the future was too uncertain and dangerous to further adhere to the same system, which he hitherto had pursued and advocated. His Policy was, that the State should bear the brunt of the economic depression, as long as the country was in a position to do so, thus relieving the population of a too heavy burden. This policy of innumerable State subsidies granted to home industry, the imposition of quotas, raising of customs duties, etc., have cost the country enormous sums of money. To-day, M. Schulthess has come to the conclusion, that to pursue this policy any further would end in disaster, as the means of the Confederation are not inexhaustible.

The new programme of the chief of the Department of Public Economy, consists in getting Parliament to grant full powers to the Federal Council, with a view to bringing about a general reduction in the prices of goods and rents as well as in wages and salaries.

That such a radical change in the economic system of our country, would meet with a great opposition was to be expected; it is no secret that thousands and thousands of our countrymen will, or cannot see that we are living in an abnormal time, and that therefore abnormal measures have to be applied. The standard of living which has considerably increased, from pre-war days, they say, must be kept up at all costs, if it should come to the worst let the State foot the bill, the money can always be found if they tap the right sources.

need only mention shipping, coalmining and the textile industry of Lancashire which are still suffering great hardship. But one important factor seems to me to be dominant in England to-day; *courage and confidence* have come back to a great extent after the difficult times which prevailed in 1931 and 1932. *Courage and confidence* are what is most needed nowadays, courage to face difficulties of all kinds and confidence in one's own abilities and strength; confidence in your neighbours and country fellows and last, but not least, confidence in international relations.

It is a well-known fact that one understands and likes one's country even better if one sees it from outside for a while: you are in the fortunate position of seeing Switzerland with new eyes and therefore with more detachment, and I am sure that you will the more appreciate our country's eminent qualities. At the same time you will be able, in going back to Switzerland, to strengthen our people's confidence in themselves by telling them that they should certainly be able to do what the British have achieved: *the will to stand together and to pull through*, although the times may be hard and demand heavy sacrifices from each one of us. As long as we are able to keep a united front there is no danger for our country.

I hope you will now all join me in raising our glasses to our dear home — Switzerland!

M. Rüfenacht was greatly cheered on resuming his seat.

The next toast was the one to the "Swiss Mercantile Society," and it was entrusted to a student of the College, Mr. Leemann, who, very ably performed his task. He voiced the deep gratitude of the students to the teaching staff, to the members of the S.M.S. Society and to the Authorities in Switzerland for the work done for the benefit of our young compatriots who attend the College. "Let me assure you," he said, "that

This opposition, which receives the support of a certain class of politicians, can be understood to a certain extent, when one realises, that promises of all kinds have been made, which for some reasons or other could not be kept. Surprising, however, is the form which this opposition has taken on; before M. Schulthess had had an opportunity to explain his policy in Parliament, he was attacked most bitterly, in terms which were in many cases most insulting. It would have been perhaps better if M. Schulthess would have chosen Parliament, in the first instance, to explain his new programme, instead of a Party Meeting; in any case it is to be deplored that a Statesman like M. Schulthess, who has served his country conscientiously, should be attacked in such a manner.

In times of a world-wide crisis, such as we are witnessing to-day, the position of a Minister of Public Economy is at the best of times a difficult one, he is, together with the Finance Minister exposed to a large share of criticism.

But in all fairness one must not close one's eyes to the eminent services which M. Schulthess has rendered to our country; if Switzerland had an adequate food supply during the four years of the world war, it was to his merit alone, he too saw that the years immediately after the war did not upset the labour market; these are only two services out of many, which should be acknowledged by a grateful country. Even his most bitter antagonists cannot deny that he has been an untiring worker, that he has served his country with great zeal and ability.

In a few months, the Department of Public Economy will receive a new chief, this does not prevent us already now acknowledging the eminent services which Federal Councillor Schulthess has rendered to our country during the many years in which he was a member of the government, no spiteful criticism will soil the memory of our countryman, who has in the darkest moments of our country stuck to his post and kept the banner of liberty and independence unsullied.

Ed.

we, your students, will try to repay what you have done for us by sending to Swiss House as many of our friends as possible.

The applause which greeted this address, was proof enough, that his colleagues have chosen the right man to voice their sentiments of appreciation and gratitude.

Mr. A. Steinmann, President of the Swiss Mercantile Society Ltd., responded to the toast, he thanked the speaker for the sincere appreciation expressed, and said that it would be a welcome encouragement to the members of the various committees and the Council; M. Steinmann then paid a special tribute to Mr. Hardmeier, Chairman of the Education Committee, who has been, and still is a very hardworking servant of the College. He concluded his address saying "I wish to emphasise, however, that without the substantial help, both financial and moral of patriotic and disinterested persons, since the inception of our Society, we could not have achieved what we have, and I therefore ask you to join with me in expressing our best thanks to those numerous unnamed benefactors. Our thanks also go to the Federal Authorities for their generous financial help and to the Swiss Legation for its moral support."

Mr. Steinmann's words were greeted with much applause.

There remained one more toast on the programme, namely the one to the College and the Teaching staff, for which the organisers were lucky enough to find an orator *par excellence* in the person of Mr. G. De Brunner.

In an exceedingly witty manner the speaker introduced the various members of the teaching staff to the company, every name thus mentioned received a thunderous applause by the students, especially Mr. Levy, Headmaster, and Mr. Burraston, Assistant Headmaster of the College, came in for almost deafening applause.

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