



"As a leading rhinoplasty
expert, my specialty remains
correcting cosmetic concerns
of the face and nose."

**GET TO KNOW** 

## DR. EDWARD J. GROSS

### (+) MY PHILOSOPHY

As a double board-certified facial plastic surgeon, I believe in providing individualized treatments for my patients. I strive to create balanced, natural results with rhinoplasty while improving overall nose aesthetics and function.

### (+) I'M BEST KNOWN FOR

Having been in practice for over 20 years, I specialize exclusively in facial plastic surgery. I focus on difficult cases, with an emphasis on rhinoplasty and revision rhinoplasty. I am one of an elite group of surgeons certified by both the American Board of Facial Plastic and Reconstructive Surgery and the American Board of Otolaryngology. I am recognized for treating patients with integrity, respect and compassion.

## SERVICES THAT I OFFER

Rhinoplasty
Revision Rhinoplasty
Buccal Fat Removal
Facial Implants
Forehead Lifts
Brow Lift
Blephoraplasty
Face Lift
Neck Lift
Otoplasty
Injectables and Fillers
Laser Treatments

### ON THE LIGHTER SIDE

What is your computer screensaver?

A picture of my two boys.

What would be your alternative occupation?

A musician in a rock band.

What is your ideal escape from the office?

Watching Miami Hurricanes football games. GO 'CANES! What is the one thing you are never without?

My iPhone, so my patients can reach me.



## "Small changes to the nose can make a big impact and boost self-confidence."

- DR. GROSS

### DID YOU KNOW?

There are three views of the face: the front, side or profile and the three-fourths view. Each view dictates a different shape and different curvature of the features.

# TOP REASONS TO CONSIDER RHINOPLASTY

There is a reason why rhinoplasty (or "nose job") is consistently ranked among the top three most popular cosmetic procedures each year. When performed by someone with the proper training, talent and skill, a rhinoplasty can bring overall balance to your face, and in many cases, also make you look younger.

The art of rhinoplasty involves more than merely making your nose smaller. Your nose needs to look natural and compliment all of your facial features with the right size, width and angles. The procedure is highly individualized because both the left and the right sides of the nose need to match as much as possible so that it looks smooth and natural from all angles.

RHINO QUICK FACTS

## AVERAGE PROCEDURE TIME

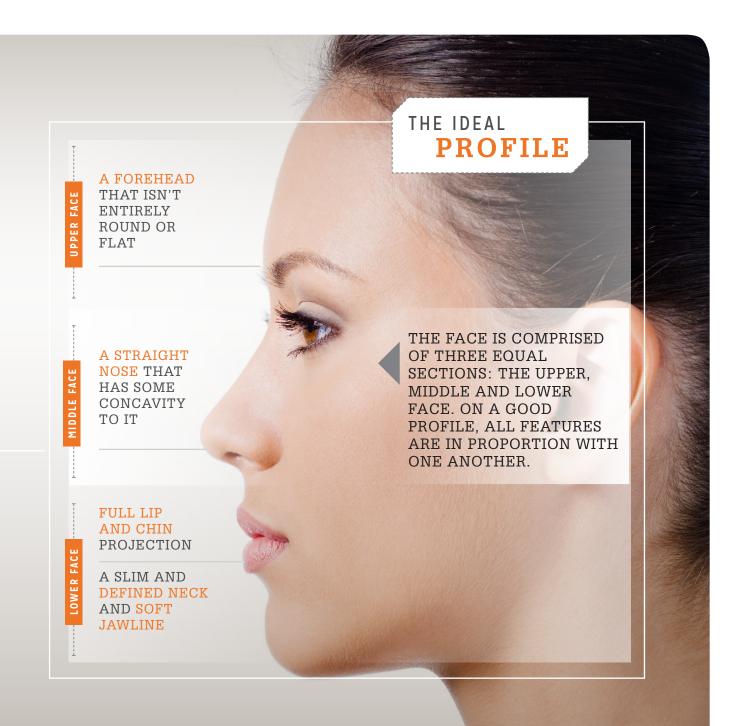
Two to three hours

### AVERAGE RECOVERY TIME

Seven to nine days before you're comfortable in public; two to three weeks before you can resume full physical activity

### WILL MY RESULTS BE PERMANENT?

If done properly, your rhinoplasty will last for life without virtually any upkeep. However, with the aging process comes sagging due to the pull of gravity, which can have the same visible effect on your nose as it does on other parts of your body





"The bridge should be straight and smooth as it transitions to a defined tip."

- DR. GROSS

### FAVORING THE FRONT VIEW OVER THE SIDE VIEW

Looking at the face head on, you may like the way you look. But, the side view, or looking at a completely different face. In fact, A study published in Experimental Brain Research showed that most of us prefer our left profile over the right simply because the left side of the face is thought to be more aesthetically pleasing and shows more emotion.

### THE IMPORTANCE OF A

## GOOD NOSE

Even a small adjustment or tweak to the nose can make a world of difference in how your nose blends with the rest of your face, to draw less attention to it and put more focus on other features like the eyes.

With a rhinoplaty, I will make your profile complimentary to your other facial features. Otherwise, your nose can appear too big or too short and draw too much attention. No face is perfectly symmetrical, but certain asymmetrical features, like the nose, tend to be more evident. The nose is a bilateral structure, so you want both the left and the right sides to match as much as possible so that the nose looks basically the same from the front and side views. Symmetry is crucial.

### WHAT'S YOUR NOSE SHAPE?



### CORRECT OVERPROJECTION

An overprojected nose is one that sticks out too far from the face. Overprojection can affect he profile because the proportions are off, making the nose look large and everything else out of balance. The chin and lips can also be affected by an overprojected nose.



### THE FIX

To correct an overprojected nose, your plastic surgeon will shave down the larger part to make it match the rest. The tip of the nose may need to be shortened too, which is done by removing tissue or cartilage in that area. Addressing the overprojection will create a change in the distance between the lips and tip of the nose.

### TAKE DOWN BUMPS AND HUMPS

Nasal surgery is the solution for evening and smoothing out humps and bumps on the nose. Cause by either a fracture or break in the bone or genetic composition, humps and bumps are nothing more than uneven amounts of cartilage and bony deposit. Most patients with humps or bumps have always had some degree of excess cartilage - it just may be that they have become more prominent over time and now noticeably affect the profile.



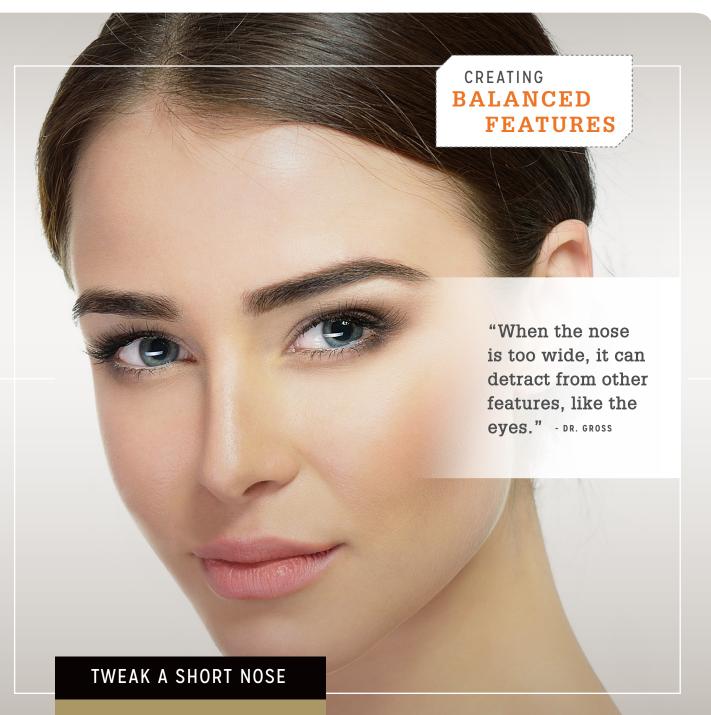
### THE FIX

You can correct humps and bumps surgically without making the nose appear too small or too dainty-looking. It should be made straight and not overly projected. For those who aren't ready to commit to the long-term results of surgery [it can take a few months for the full results to show, and there is a recovery period with swelling and bruising], hyaluronic acid fillers can also be used to temporarily give the look for a straighter nose. While fillers don't physically or permanently change the structure or shape of the nose like a rhinoplasty does, they create the illusion of a smoother profile by filling in dents in the nose. There is an advantage to both filler and surgery: When the problem is small, filler works really well and quickly. But, when you want a permanent change and don't mind the recovery that comes with surgery, then that's your best option.





This patient was bothered by the bump on the bridge of her nose. Dr. Gross performed a cosmetic rhinoplasty to correct her nose and enhance her profile.





### THE FIX

More of a re-building type of rhinoplasty, building up the bridge of the nose with cartilage gives better projection so that the nose fills the rest of the face in the profile, especially the chin, lips and brows. The bridge can be built up with an implant or cartilage grafted from your nasal septum or ears.

"A large nose or hump or bump on the bridge can really throw off the balance of the nose and profile."

- DR. GROSS

### WHAT ELSE SHOULD I KNOW ABOUT

## RHINOPLASTY?

Rhinoplasty is generally an outpatient procedure that can be performed in a hospital, ambulatory surgical facility or at an in-office surgical suite. To determine the areas of your nose that will be addressed, your overall facial appearance, proportion and structure, as well as your goals, medical history and ethnicity will be taken into account.

The procedure is performed as an "open approach" (see more information on the right) using general anesthesia in our fully accredited surgical facility.

### WHAT TO EXPECT

Upon waking up after surgery, your nose will be covered with a splint (which you will need to wear for one week). You may have gauze and padding in certain areas, but I will advise you on all of your post-op care with detailed instructions so you'll feel confident when you leave. Expect to be swollen and bruised around the eyes and cheek area, and you may feel like you have a cold, which is very typical.

# 2







This patient was unhappy with the bend in the bridge of her nose, which she injured during cheerleading in high school, causing the bump to gradually get bigger. Dr. Gross performed a rhinoplasty to remove the bump, straighten her nose and elevate the tip.

### THE RHINOPLASTY APPROACH

OPEN PROCEDURE

An open procedure utilizes a thin incision across the strip of tissue that separates the nostrils to allow your surgeon better visualization. But, when the incision is closed properly, it's practically undetectable once healed.

**Best for**: It is ideal for patients who require more projection or desire a nose that sits closer to their face, or those who have had a previous rhipoplasty in the past

It is also essential for revision cases or reconstructions wher full access is needed for defects, scarring, or areas needing grafting.

### WILL MY NOSE BE BROKEN?

You may have heard that the nose is broken during a rhinoplasty, but it's not like breaking an arm or leg, and it is not necessary in every case. This is a misconception from decades ago. In nasal surgery today, the smallest possible instruments are used to cut and shape structures of the nose, including the bone, to allow for straightening and narrowing of the bridge.

If it's necessary to adjust or move your nasal bones during surgery, rest assured that this is a controlled part of the procedure that can make a positive impact on your results. Although it can create under-eye swelling and some bruising, most patients find that the results are more than worth it.

### WILL RHINOPLASTY AFFECT MY SENSE OF SMELL?

(+) It won't in the long term, but occasionally some patients have swelling that can impair it temporarily. If this occurs, the swelling should subside after about a week or two.

### **HOW CAN RHINOPLASTY** MAKE ME LOOK YOUNGER?

Throughout the aging process, our noses and chins continue to grow unlike our other body parts. So if you feel like your nose has gotten bigger, it might have. A rhinoplasty can make your nose look younger like it once did. Also, just like breasts and earlobes, the pull of gravity can cause your nose to droop. Fortunately, if you are an older patient suffering from a droopy nose, rhinoplasty can restore your nasal tip back to its normal position, therefore adding a more youthful balance to your face.

### WHICH PROCEDURE DO PATIENTS OFTEN COMBINE WITH RHINOPLASTY FOR THE BEST **OVERALL REJUVENATION?**

(+) I often perform chin augmentation at the same time as rhinoplasty. Oftentimes, it is necessary to use a chin implant in order to correctly balance the way a nose looks on the face. Sometimes, by using a chin implant, I can leave a stronger nose than I otherwise would be able to if I didn't. harmony and they are relatively simple to perform, are low risk and give very nice results.

"Different people have different features, so there's no one nose that fits every face." - DR. GROSS





This patient felt her nose was too wide and crooked, so she underwent a rhinoplasty with tip plasty, bridge narrowing, and septal repositioning.





Dr. Gross performed a rhinoplasty to reduce this patient's profile of excess bone that resulted from trauma, therefore improving his breathing and eliminating the bump in his nose.

TIPS ON BALANCE

The art of rhinoplasty involves more than merely making noses look smaller. Your nose needs to look natural and compliment all your facial features, balancing size, width, and angles.

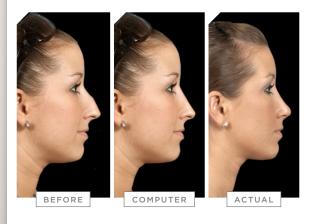
Cosmetic surgery on the nose is a highly individualized procedure that focuses on one or more of the features that contribute to your overall appearance and profile.

Those seeking a well-balanced and youthful face should aim for a nose that's symmetrical within itself, as well as overall facial symmetry.

# DR. EDWARD J. GROSS'S FREQUENTLY ASKED QUESTIONS

How accurate is the pre-op computer imaging session?

A I have more than two decades of experience with computer imaging and approximate my surgical outcomes very closely with those provided on the computer imager. Barring any unforeseen problems, most patients will be very satisfied with the final results I simulate on the computer imager, which frequently surpasses the simulation. I will examine each patient individually and advise them about whether or not their expectations are realistic based on the comprehensive analysis. The images are emailed to the patient containing a standard disclaimer.



How long does the rhinoplasty (nose surgery) take, and what kind of anesthesia is used?

A I perform rhinoplasty in approximately two to three hours depending on the complexity and condition of the nose. Rhinoplasty is done under general anesthesia at Primera Surgery Center as an outpatient surgery with an athome recovery for one week.

How many rhinoplasties, or nose jobs, do you perform each year?

A I consistently perform more than 100 rhinoplasty procedures per year. I have performed well over 2,000 cases in my career and many are of high complexity or difficult revisions.

## When will I see my final results from surgery?

A It takes one full year for all the swelling to subside, especially at the tip of the nose. Postop swelling may remain longer for revision rhinoplasty patients or those with previous trauma, thicker skin or nostril narrowing. However, most patients see immediately pleasing results when the cast is removed at the end of the first week. The typical patient returns to work or school at the end of one week with very little sign of surgery.

### Is there a lot of bruising afterward, and how long will the swelling last?

A This depends on how complex the procedure is, but in general, most of my patients experience limited bruising and swelling around the eyes, which is resolved within one week. This is due to my experience and skill performing this surgery. We also prescribe homeopathic Arnica to reduce swelling and bruising.

### How much downtime do I need off from work or school?

A It requires one week out of work or school and two to three weeks off from exercise or going to the gym.

### Will I have stitches? And where are they located?

A Yes, sutures are hidden under the base of the nose tip in an area called the columella. and are removed in one week. Nostril sutures are removed in ten days.

### Will I have splints or packing?

A Internal splints (also known as "surfboards") are needed after septal repositioning. Packing (or "nasal tampons") are used in about 20% of cases and are removed at home in two days.

### Will I be able to breathe with a cast on my nose?

A Yes, the nose may be stuffy or congested with the cast on the nose during the first week, but there is airflow.

### Will I have pain or pressure during my recovery?

Most patients feel pressure and congestion the first 2-3 days but not significant pain. Pain medication and saline spray are also provided to help.

NOTES

### LEADING BOARD-CERTIFIED FACIAL PLASTIC SURGEON

### EDWARD J. GROSS, MD

Patients from all over the world visit Dr. Gross for his expertise in facial cosmetic surgery and rhinoplasty. Specializing in facial cosmetic procedures for both men and women, Dr. Gross is renowned for his expertise, elevated results and bedside manner. Offering turn-key cosmetic, beauty and wellness services in a single spa-like, sate-of-theart facility, Dr. Gross and the Primera team stand ready to complement your aesthetic and wellness goals.













### **DOCTOR'S CREDENTIALS**

MEDICAL DEGREE University of Miami

### **AFFILIATIONS**

American Board of Facial Plastic and Reconstructive Surgery

American Academy of Facial Plastic and Reconstructive Surgery Past President of Florida Society of Facial Plastic and Reconstructive Surgery

Qualified expert in facial plastic surgery by the Florida Board of Medicine

### **CONTACT INFORMATION**

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### CALL 407-333-3040 TO SCHEDULE A CONSULTATION

