

Rhinoplasty & Nose Surgery

Dr. Edward J. Gross describes what to expect if you're thinking about rhinoplasty.

Rhinoplasty, or nose surgery, is the most common procedure performed by **Dr. Edward J. Gross** at Primera Plastic Surgery. Rhinoplasty is a nose-reshaping surgery that can correct deformities or make subtle aesthetic changes for cosmetic purposes through various rhinoplasty techniques. If you're self-conscious about your nose, you may be a good candidate. Whether due to a birth defect, injury, or age-related changes, rhinoplasty surgery performed by a board-certified facial plastic surgeon specializing in the face can help provide balance and proportion to your nose and face.

It is important to remember that rhinoplasty surgery is part art, part science. The artistic talents start when interpreting the patient's desires for improvement, and then meshing these desires with the surgeon's own aesthetic standards and skill to obtain the best possible result. The goal is to create an attractive, aesthetically pleasing nose that is in balance with the face, but will also be natural-looking. The science involves creating a nose that will withstand the test of time and maintain its structural integrity, as well as its functionality as an organ of respiration.

According to Gross, the trend in modern rhinoplasty and nose surgery is toward specialization (i.e. facial plastic surgery) and is moving away from over-reduction of the nose. "I prefer individualized treatment of each segment of the nose to give a balanced, refined look without compromising function, and the computer imager is an invaluable tool in the process," says Gross. Primera Plastic Surgery is one of only a few practices locally that use a computer imager to show potential results. The computer analysis allows Gross to take careful measurements of each patient's nose and facial profile angles, and show possible surgical results. Computer imaging is an excellent teaching aid for patients and serves as the template or roadmap in surgery. "With this technology, I can reliably tailor a surgical treatment plan for each patient's needs for



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nose job or rhinoplasty," says Gross. Your potential "after results" will be seen on our computer imager and Gross will use his expertise, training, and experience to help provide you a reasonable simulation of your new nose, and your new look.

After surgery, many patients are able to return to work or school after only two to three days, however most prefer to take a week of vacation around the time of surgery. While you should expect some post-surgery swelling and occasional bruising after rhinoplasty, your nose will be very presentable at one week. Postoperative swelling or edema will largely resolve over the first month, however you may notice subtle changes for up to three months and occasionally up to one year after surgery.

As Orlando's premier facial plastic surgeon and rhinoplasty expert, Gross, is one of only 750 surgeons worldwide certified by the American Board of Facial Plastic Surgery (ABFPRS). Gross is widely recognized for his specialization in nose surgery to improve one's looks, self-confidence and health. Many of Orlando's most respected doctors and plastic surgeons refer their rhinoplasty patients to Gross for his evaluation, treatment, and for revisions or difficult cases. **L**



Dr. Edward J. Gross received his doctorate in medicine from the University of Miami and is a board certified facial plastic surgeon. He is a member of the Academy of Facial Plastic and Reconstructive Surgery's Face to Face program and practices at Primera Plastic Surgery in Lake Mary.