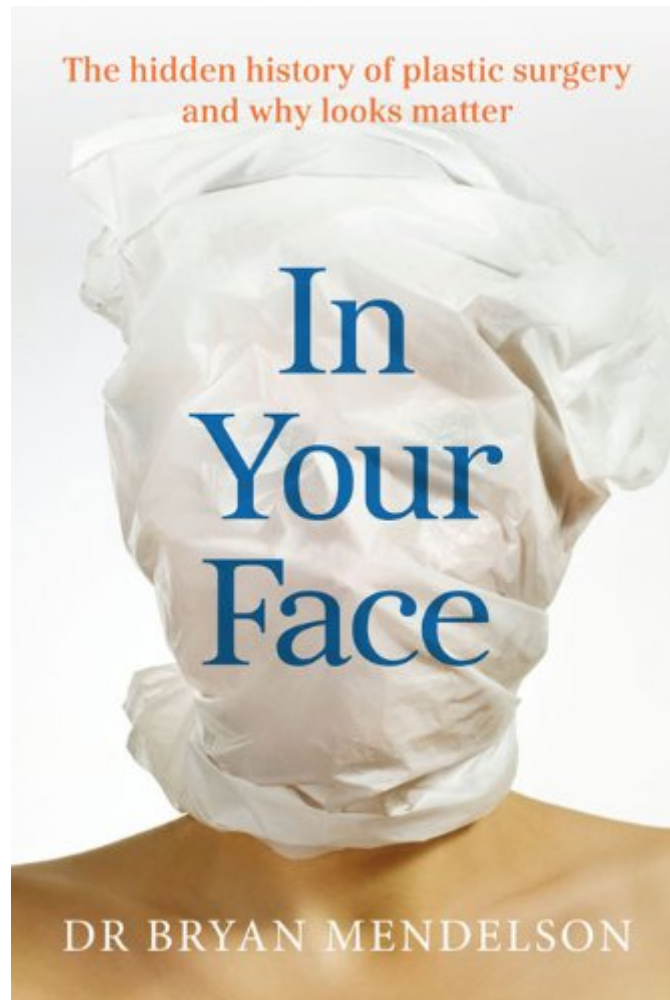


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# In Your Face



## Synopsis

World-renowned aesthetic plastic surgeon Dr Bryan Mendelson guides us through the fascinating history of facial surgery. From his patients' own stories, learn what it's like when what's on the outside doesn't match who we are on the inside. Travel back through the millennia to see how the communal societies of our simian ancestors transformed the pre-human face into the expressive features we have today. Learn why the face is so important and how it has evolved into an essential "instinctive and immediate" tool of communication. Revisit the birth of reconstructive surgery in 6th century BCE India, and follow developments through the lunchtime face lifts of 1920s France, to the discovery of the fascia (the fibrous support layer beneath the skin), and Mendelson's own role in changing the face of aesthetic plastic surgery forever. Full of fascinating historical detail told from a unique professional perspective, *In Your Face* provides real insight into why we're so invested in appearance and the lengths we're prepared to go to change the way we look.

## Book Information

File Size: 1158 KB

Print Length: 241 pages

Page Numbers Source ISBN: 174270123X

Publisher: Hardie Grant Books; 01 edition (March 1, 2013)

Publication Date: March 1, 2013

Sold by: Digital Services LLC

Language: English

ASIN: B00BMLAKM4

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #550,245 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #35

in Kindle Store > Kindle eBooks > Medical eBooks > Specialties > Surgery > Plastic & Cosmetic

#141 in Books > Medical Books > Medicine > Surgery > Plastic #252 in Kindle Store > Kindle

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## Customer Reviews

As a plastic surgeon myself, I've seen first hand how our patient's looks can affect their lives. I found this book by Dr Bryan Mendelson to be the most up-to-date and authoritative overview on aesthetic surgery of the face that seamlessly integrates the voluminous body of facial studies scattered throughout the academic literature. This exceptionally credentialed author combines erudition, sharp observation and a stimulating narrative on facial anatomy and why looks matter after amassing over 30 years of experience, knowledge and ground-breaking work in the niche field of facial aesthetic surgery. The book is well written, well researched for an easy read. I would highly recommend it, especially for those wanting an in-depth and fascinating exploration of both the human face and attractiveness.

Extremely well written and very, very informative.

No.

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