



Sydney Hospital  
Frank Claffy Lecture Theatre  
1st Floor Sydney Hospital

### **International Speakers**

Dr William Binder M.D. - Facial Plastic Surgeon, Otolaryngologist,  
Head and Neck Surgeon and developer of multiple facial implants,  
Los Angeles, USA. ([www.doctorbinder.com](http://www.doctorbinder.com))

Dr Greg Mackay M.D. - Craniofacial Plastic and Reconstructive Surgeon,  
Atlanta, USA. ([www.drgregmackay.com](http://www.drgregmackay.com))

### **National Speakers**

Greg Lvoff - Genioplasty

John Flood - Le Forte Osteotomies

Peter Vickers - Cephalometrics

### **Convener**

Dr Jayson Oates FRACS, President AAFPS

### **Assistant Convener**

Dr George Marcell FRACS

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I look forward to seeing you in Sydney, February 2009, for the AAFPS "Foundation" excited to have two top international speakers - Dr William Binder MD, sponsored by Medical Visions Australia and Dr Greg Mackay M.D. sponsored by Medical Visions Australia.

Dr Binder M.D. is Associate Clinical Professor at UCLA School of Medicine and is interested in facial rejuvenation. He has introduced new concepts of volume in facial rejuvenation and designed new fa

# AAFPS Foundations of the Face

## 7-8 February 2009

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Head and Neck Surgeon and developer of multiple facial implants.  
(Los Angeles, USA, [www.williamrbinder.com](http://www.williamrbinder.com))

Dr Greg Mackay M.D. - Craniofacial Plastic and Reconstructive Surgeon,  
Atlanta, USA, [www.drgregmackay.com](http://www.drgregmackay.com)

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Dr Jayson Oates, FRACS, President AAFPS

### Assistant Convener

Dr George Mowbray, FRACS



# AAFPS

I look forward to seeing you in Sydney, February 2009, for the AAFPS Foundations of the Face meeting. We are very excited to have two top international speakers - Dr William Binder MD, sponsored by Phoenix Medical and Endodontic, and Dr Greg Mackay M.D. sponsored by Medical Visitors Australia.

Dr Binder M.D. is Associate Clinical Professor at UCLA School of Medicine and is in private practice in Beverly Hills. He has introduced new concepts of volume in facial rejuvenation and designed new facial implants that are used worldwide.

Dr Mackay M.D. was full time Professor, Division of Plastic Surgery, Mayo Clinic, and Director of the Aesthetic and Reconstructive Fellowship Program. He has extensive experience with pediatric and adult craniofacial surgery and aesthetic surgery.

CME Activity has been approved for 11 credit points.

This year we have a digital camera, provided by Panasonic, as a door prize.

Dr Jayson Oates, President

## **Dr. William J. Binder discusses breakthrough Facial Volumizing and “Contouring” Techniques for Australian and Asian Facial Plastic Surgeons**

**Sydney, Australia. February, 2009.** William J. Binder’s revolutionary “facial contouring” concept and techniques were the subject of the Beverly Hills plastic surgeon’s Keynote address before the Australasian Academy of Facial Plastic Surgeons Conference in Sydney. Binder outlined how his patented custom facial implants are used to add youthful volume and balance facial features and structure in facial rejuvenation and reconstruction surgery cases.

Understanding proper facial proportion is a key element of an attractive and youthful appearance, explained Binder. Utilizing a new generation of anatomically accurate facial implants he designed with computer (CAD) and molding technology, Binder explained how he can effectively and naturally raise cheekbones, strengthen and lengthen chins, rebuild noses and fill hollows under the eyes. This technique has come to be known as “facial contouring” and helps to balance out the structure of the face for both aesthetic beauty enhancement and facial reconstruction cases.

Binder also discussed how the implants are used in nasal surgery (rhinoplasty) and both as a replacement for, and enhancement of, facelift surgery. For nasal surgery, Binder emphasized how implants help strengthen as well as shape the nose. With facelifts, he said the implants not only balance out the facial features, but replace the volume loss of soft tissue in the lower face as one aged. For this, he developed the **BINDER SUBMALAR® FACIAL IMPLANT**; the first submalar (below the cheekbone) volumizing implant for mid-facial rejuvenation.

All of these techniques, says Binder, are used as part of his “multi-level” approach to facelift and facial rejuvenation. The rationale for this individualized, multi-level approach to facial rejuvenation is that the skin, subcutaneous tissues, deep fat and soft tissues all atrophy and sag at different rates and at different levels, but in predictable patterns. Facial rejuvenation procedures must account for **Structure, Volume** (presence or absence) and **Vector** (how the downward distribution of soft tissues are displaced).