

Facial Contouring Pioneer, Plastic Surgeon William J. Binder, M.D., Speaks on "Volumizing" Facial Implants in Aesthetic and Facial Rejuvenation Surgery

New Computer CAD/CAM Technologies Allows for More Accurate, Comfortable and Natural-Looking Implants

Phoenix, AZ. Jan 12-16, 2011. Dr. William J. Binder, a Beverly Hills facial Plastic surgeon and pioneer of popular "Facial Contouring" techniques spoke to other plastic surgeons at the "Beyond Skin Deep" Facial Plastic Surgery Conference about how to achieve structural facial balance in facial rejuvenation procedures. Facial contouring utilizes a new breed of anatomically correct facial implants to balance out facial features for the most aesthetically pleasing and natural looking results in facelifts and other rejuvenation procedures.

Dr. Binder explained how he was already using computer imaging software to create *custom implants* to restore lost bone structure on patients. The computer design and molding software (CAD/CAM) can help create very precise and anatomically accurate implants which allowed him to address the difficult problem of the loss of soft tissue in the lower face as one aged. The result is the *BINDER SUBMALAR® FACIAL IMPLANT*; the first submalar (below the cheekbone) volumizing implant and a new procedure to restore youthful volume to the face.

Binder says understanding proper facial proportion is a key element of an attractive and youthful appearance. **Dr. William J. Binder** uses the new generation of facial implants to raise cheekbones, strengthen and lengthen chins, rebuild noses and fill hollows under the eyes. This technique has come to be known as "facial contouring". Binder added that since traditionally face-lifts could only pull and tighten the face without filling it out, the results are often very disappointing. Binder says the addition of implants to add balance and volume to the face, along with new facelift techniques that lifted the face vertically upward rather than back, has resulted in much more natural and youthful looking results after facelift surgery