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The cheek: a graduated approach to midfacial augmentation

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The midface is a central unifying segment of the human face, existing in varied shapes and sizes that are dependent upon gender, ethnicity, and age. The midface is extraordinarily complex in composition, relying on a rigid but topographically diverse bony base, as well as a mixture of muscular and adiposal soft tissue structures that adhere to firm ligamentous boundaries, all of which fluctuate dynamically with facial animation. Further complexity is brought on by the facial nerve and its multiple branches, vital to the static and dynamic natural look of the cheek, that course through the midfacial planes, knowledge of which is vital to the facial cosmetic surgeon. This surgical review introduces the wonderful complexity of the midfacial anatomy as it pertains to the field of surgical and non-surgical aesthetic midfacial augmentation. Important classifications on cheek deformities, aesthetic standard measures, and a graduated approach to the augmentation of the midface are carefully reviewed, with numerous anatomical depictions and diagrams. In addition, alloplastic augmentation of the midfacial skeleton, which provides a rigid and long-lasting method of enhancing the midfacial aesthetic, is also covered. The different types of malar, submalar, and malar/submalar-type implants for correction of Binder types Ia, Ib, II, and III midface deformities are discussed in detail, including the surgical anatomy, evaluation, and technical details pertaining to alloplastic malar augmentation.

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