



AMERICAN JOURNAL *of* AESTHETIC MEDICINE

Reach out to Medical Professionals

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You may ask,
is **beauty** a combination of
form and proportion?



Editor's Message

Dr. Alexander Krakovsky, MD, PhD, Dr.Sc, FAAPS.
Editor in Chief of AJAM
General Secretary of the American Academy of Aesthetic Medicine

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Aesthetic medicine is the medicine of beauty.

Many people wonder whether beauty is an illusion or a reality.

Standards of beauty have changed according to what a culture believes to be valuable.

Dear Friend and Colleagues,

I am truly pleased and honored to have this opportunity to welcome you into the new world of Aesthetic Medicine, the American Journal of Aesthetic Medicine.

It is time to launch our own journal where we will publish all of the new advantages in the aesthetic medicine field, scientific articles in this area of medicine and surgery, communicate with our colleagues around the world, and what is most important, discuss the concepts and views about aesthetic medicine, the medicine of beauty.

At the present time, Aesthetic Medicine is one of the most advanced and developed areas of medicine in the world. In addition, Aesthetic Medicine is currently more popular than any other field of medicine because Aesthetic Medicine, the medicine of beauty, has become not only a part of our daily lives, but also an art and a culture in itself.

Many people wonder whether beauty is an illusion or a reality. Beauty may characterize a person, an object, or an idea that represents a pleasurable experience of any kind. From the philosophical point of view, aesthetic medicine represents a branch of practice that deals with the characteristics of beauty, and in particular, a

form of art that creates and appreciates beauty.

You may ask, is beauty a combination of form and proportion? A balance between shape and volume? A feeling of attraction and emotional well-being?

Aesthetic medicine is the medicine of beauty. It is not only a science, but is also an art. Unlike other specialties of medicine and surgery, aesthetic medicine needs to be viewed as an art because it requires not only a precise understanding of the human anatomy and physiology, but also an eye for beauty and a true sense of what is aesthetically pleasing to one's culture.

Standards of beauty have changed according to what a culture believes to be valuable. The history of painting represents a wide range of different standards of beauty from one generation to another. Also, style and fashion cross between culturally influenced perceptions of beauty.

Early western theory of beauty was based on the classic Greek and Roman culture, which represented the golden ratio of symmetry and proportion.

Rediscovery of beauty during Renaissance's cultural movement profoundly affected the intellectual life and as a result the concept of style and beauty. In modern era, the concept of beauty has changed again because of the influence of contemporary culture. However, people who are young with smooth skin and well proportioned bodies have traditionally been considered to be the most beautiful people throughout history.

The concept of youth (anti aging) has been adopted by every culture in the world. The Anti Aging social movement has gradually affected virtually all society on the planet, and has taken over gerontology, the concept of aging, almost a quarter of

century ago. Similarly, the concept of life extension attempts to slow down the aging process and is trying to extend not only the maximum but also an average lifespan. Life extension also interlinks with the use of organic nutrition products and numerous dietary supplements; hormone replacement therapy and stem cell research; cosmeceuticals and plastic surgery.

Aesthetic Medicine today is winning the art and science of cosmetic and plastic surgery fields by transforming them into the beauty of face and body and establishing a new discipline that fulfills the human instinct for appreciation of balance and form.

Today, physical attractiveness is characterized by health, youthful appearance, sexiness, symmetry and complexion. Attractive people get better jobs, have more choices in romantic partners, and are more popular and happier. Across different cultures people think that what is beautiful is supposed to be good. Self-confidence and self-esteem improvement most likely explain these findings. On the

other hand, beauty represents some sort of a standard and may be a cause for drastic dissatisfaction when not achieved.

What is considered physically attractive basically depends on three factors such as universal perception, cultural and social aspects of a current culture, and individual subjective preferences which are different for men and women. For example, men put significantly higher value on physical appearance in a partner than women. Women alternatively prefer more masculine men. Both men and women use physical attractiveness as a measure of how good another person is. Therefore, visualization, creativity, skillfulness and correct medical judgment place an aesthetic medicine physician on the level of an artist who is able to change the face of the nation.

Aesthetic Medicine today is winning the art and science of cosmetic and plastic surgery fields by transforming them into the beauty of face and body and establishing a new discipline that fulfills the human instinct for appreciation of balance and form. We can offer our patients a combined aesthetic treatment for any part of their body.

Aesthetic Medicine unites fundamental research in dermatology; physiology of a healthy lifestyle; anti-aging medicine, nutrition, and physical therapy; laser technology; chemical peels; medical cosmetology; hair transplant and removal; comprehensive vein treatment; sclerotherapy and pain management; injectable facial and body implants and botulinum toxin; suspension threads and curl lifting; liposculpture, breast augmentation and cellulite control.

And last but not least, why does everybody want to be beautiful? The simple reason for that is a desire to be admired, to have a higher regard, respect, and to be seen positively by others.

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