

Noses

DAVID ROBERTS

Roberts cuts a fatherly figure, whether in his Harley Street office or Zooming into your home. All initial consultations are now virtual: 'They work well as a "meeting of minds",' he says. 'However, there will be some fundamental changes as to how we deal with people who are anxious from constantly seeing themselves on screen.' Fortunately, the ENT surgeon has a firm grasp of the patient psyche, and works diligently to find a solution that addresses their needs: perhaps deploying hi-tech drills to smooth a prominent bump, or releasing muscles around the nose to prevent a drooping tip. 'Though it's important to strike a balance between what may be perceived as an "ideal" result, and maintaining normal human interaction,' he says. 'The nose is not supposed to be a rigid structure.' Rhinoplasties have been on the rise since lockdown, he reports – but so have revisions. ('Filler is brilliant at temporising the situation,' he says, 'and it helps to get the patient into a better state of mind.') Still, he maintains that any procedure ought to be approached carefully. 'For while it's a practical decision, it's also an emotional one. And my role is to act as the gatekeeper.' *Consultation, £250; rhinoplasty, from £8,000, including hospital and anaesthetist fees; non-surgical rhinoplasty, £750 (9harleystreet.com).*

KALPESH PATEL

Patel is the surgeon's surgeon. Utterly meticulous, he's strict about safety: 'ENT procedures are high-risk in Covid times,' he admits, 'So we take extra precautions.' (Patients must self-isolate for 10 days before surgery, while special antiviral solutions are used to prepare the nose before operating.) Consultations are conducted under similar scrutiny: 'The first thing I do is examine the nose with an endoscope – this alerts me to the presence or absence of conditions such as sinusitis or nasal blockages. After all, function must come first.' Aesthetics is a close second, however, and Patel is adamant that the nose must never look 'operated on.' 'I say to my patients: "If anybody ever detects that you have had a rhinoplasty, I will see that as a failure on my part."' What excites him most is the future of cartilage. 'Currently, we take it from the rib or ear to rebuild the nose, but with new stem-cell research, the day when we can harvest nasal cartilage, then re-engineer it for the patient's own purpose, is getting closer. It's the sort of thing I dream about.' *Consultation, £200; rhinoplasty, from £8,500, including hospital and anaesthetist fees (londonentclinic.com).*

CHARLES EAST

East is wildly enthusiastic about noses – in particular, your own. An early adopter of the 'preservation rhinoplasty' (where the base of the nose is released, allowing the surface structure to drop neatly into place), he claims it makes for safer surgery, with final results seen in as little as three months. 'You're not taking the nose to bits and rebuilding it again,' he explains of the technique, which is performed as a 'closed' procedure (access is via the nostrils, so the skin remains intact). 'And it reassures patients to know that they'll still recognise themselves in the mirror.' Despite his passion for preservation, East maintains that the best solution is often hybrid: 'Sometimes we need to integrate older structural approaches as well as advances in regenerative medicine such as PRF (Platelet-Rich Fibrin: injections of growth factor-rich fibrin, which enhances healing).' 'The challenge is to apply the right technique,' he admits. 'Because, ultimately, everyone just wants to be the best version of themselves.' *Consultation, £200; preservation rhinoplasty, from £10,500 (9harleystreet.com).*

'If anybody ever detects that you have had a rhinoplasty, that's a failure on my part,' says Patel

DR IFEOMA EJIKEME (NEW ENTRY)

Ejikeme takes a hard line when it comes to non-surgical rhinoplasties. 'You see some very, very straight noses on Instagram,' says the founder of Adonia Medical Clinic. 'Often, they look great in pictures, but not in real life.' (The aesthetic doctor's research into the safest ways to inject the nose is so well-regarded that it now forms part of the curriculum at Queen Mary University.) While her way with a cannula can lift the tip, or give the appearance of a slimmer bridge, Ejikeme insists that keeping the natural architecture of the nose is paramount ('It should never start higher than the mid-line of the eyes'). She also uses skincare to great effect, streamlining bulbous-looking noses with prescription tretinoin to thin the skin and stemming excess oil production with salicylic acid. She has a democratic approach, offering treatments to suit every skin type and colour – from lasers to topical solutions. 'With many ethnicities, if you correct the sun damage, the skin quality can be transformed,' she says. 'So much so that you might forgo the filler altogether.' *Consultation, £250, redeemable against treatment; non-surgical rhinoplasty, from £670 (adoniamedicalclinic.co.uk).*

Breasts

PROFESSOR JIAN FARHADI

The high-flying surgeon continues to split his time between Zurich and London. He is not, however, enamoured with virtual consultations: 'The cases that I see are predominantly revisions,' he explains. 'These patients want to meet in person and have a physical examination straight away.' Farhadi's emotional intelligence and innate practicality appeals to women of all ages, and so do his techniques. 'I use fat transfer in 100 per cent of augmentations,' he says, 'to balance asymmetry without an implant, but also for smaller breasts needing some elevation.' (His minimally invasive lift tightens the skin using heat, before plumping the cleavage with fat.) His protocol is strict: patients are instructed to heat then cool the breasts continually, using a hot water bottle, one day before surgery ('It increases blood supply – so the chances of the fat surviving are higher'), and must wear merino-wool bra pads for two weeks after surgery ('Compression is important, but warmth more so'). Soon to open is an innovative new clinic in Switzerland, offering therapies that support patients preparing for and recovering from breast surgery. Now there's a perky idea. *Consultation, £250; breast augmentation, from £6,900; breast revision, from £7,500 (farhadi.com).*

DOUGLAS MCGEORGE, CHESTER

McGeorge is the biggest breast man in the North (and possibly the best-connected – he's a regular at the Duke of Westminster's annual shoot), but what sets the Chester-based surgeon apart is his innate understanding of dimension. 'Volume itself is very academic; it means nothing to most patients,' he says with characteristic candour. 'Instead, we choose the projection that matches what they want, be it natural or full, then we select an implant that corresponds to the width of their chest wall.' The end result is something that's in keeping with the patient's frame, and that moves with it (McGeorge uses ergonomic Motiva implants, which 'flow' with the body). Still, he takes complex surgeries, such as revision mastectomies, in his stride; and makes light work of combined procedures, such as an uplift with an augmentation or implant removal. 'It's about sculpting the breast – only we're reducing the skin, not the volume,' he says. Most patients are back to doing their normal activities in two weeks. 'At the end of the day, women just want to look good,' he maintains. 'And that will never change.' *Consultation, £185; breast augmentation, from £5,500; breast uplift, from £5,800 (baaps.org.uk).*