Rhinoplasty: Our experience in Yemen during 2005-2014

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Yemen is located in the south of Asia and in its occupation is near to Africa so the looks of the people in Yemen is a mixture of Arab and African people. Also there is another factor which is the climate and it is cold at the mountains but hot at the beach. All these factors play a role in the form of the nose of people. So the Yemeni people have the nasal form of Arabian and African people. In Yemen people use different principles of the rhinoplasty technique for correction of many types of nasal problems as nasal hump, saddle nose, big tip, and deviated nose. During 2005-2014, 34 male and 18 female, ages from 18 yrs to 45 yrs underwent rhinoplasty. Most cases were with nasal and septum deviation which is caused by trauma or cleft lip. The septum deviation was with air way obstruction. In this paper the author will show how to rectify the nasal deformity by tip correction, hump reduction, saddle nose correction by using cartilage grafting. This procedure is done by open method for by e.g. osteotomy.

NEW trends and business models for cosmetology market

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How is the COSMETIC market nowadays?

- Swamped!
- Glocal (global + local)!!
- Off and On!!!... How to create value in Aesthetic clinic?

How can we develop new skincare business models?

- Insights of consumers
- Personalized cosmetic products
- Penetration and sequential liberation of actives
- Multifunctional cosmetic actives
- Exhaustive technology for the dermatological analysis of the skin
- Active + Technology
- Cosmetic experience
- Emotional architecture of cosmetic brand
- Difference between premium and luxurious skincare treatment
- “Medical treatment” and “Home use”

New macro TRENDS in Beauty & Skincare

- Brain and skin relationship: The inflammatory process as an active agent of skin ageing.
- Genetic and epigenetic dermatological analysis
- Devices + medical aesthetic actives + Nutricosmetics: Complete treatment
- Medical Aesthetic CRM: Customer loyalty management
- Showrooming + Webrooming: Digital COSMETIC experience- APP