



AESTHETIC AND COSMETIC DERMATOLOGY (LASERS SEPARATE CATEGORY)

THE SIGNATURE FEATURE: ITS UTILITY IN COSMETIC CONSULTATIONS AND TREATMENT APPROACH

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Signature FeatureTM (SF) is a universal, yet highly personalized treatment approach to aesthetic facial enhancement that is applicable to all patients, independent of age, gender or ethnicity. Its philosophical basis maintains that a patient's beauty is anchored by their most distinctive invariant features (invariant features like eyes, nose, cheek bones, or jawline), and preservation of such signature features should be an essential consideration in any aesthetic treatment plan. The principles central to the SF concept include: 1) identifying the patient's most distinctive signature feature, 2) matching the patient's persona to their signature feature while preserving alignment with their cultural/ethnic aesthetic, 3) highlighting the patient's signature feature by increasing the "signal-to-noise" ratio between the strength of the signature feature and those factors that may be interfering with it (lines, wrinkles, sun damage). Every patient represents a new combination of treatment challenges which are not only related to the patient's physical baseline characteristics but also by their subjective self-perceptions. This subjective grey area is where the SF treatment approach has the greatest contribution to the patient's positive self-perception and self-esteem, as the practitioner can help the patient realize their own personal brand through enhancement of their signature feature using an array of aesthetic options.

