

**DR WILLIAM MOONEY**  
**SYDNEY ENT & FACIAL PLASTIC SURGEON**

# CREATING AN IDEAL NOSE

THE NOSE SERVES AS THE AXIS OF THE FACE AROUND WHICH OUR INDIVIDUAL EXPRESSION, DYNAMISM AND BEAUTY FIND BALANCE

If there's one feature on our face that we most complain about – it's our nose. It's too big, too fat, too wide...we are rarely happy. According to the medical experts in the field of rhinoplasty such as Dr William Mooney, there's no such thing as a perfect nose. They come in all shapes and sizes, yet with modern surgery techniques changing the shape of your nose can greatly enhance your facial features. Even subtle changes can open up the eyes and give definition to the mouth and jawline.

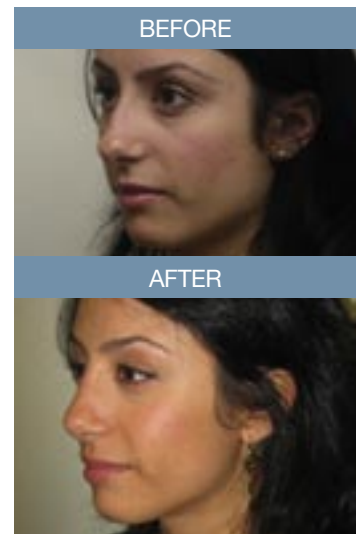
**PLANNING** Choosing the shape of your new nose is not as easy as cutting out a picture of a celebrity, and asking the surgeon to recreate it. Dr Mooney says you need to consider the patient's age, sex, racial and cultural background...even their personality. This means that together with patients we don't aim for the "perfect nose", but the nose that is perfect for them". Dr Mooney meets with patients several times before the surgery to discuss what they're hoping to achieve. During these sessions he uses the latest computer imaging technology to discuss planned outcomes and create an accurate visual image of how the surgically corrected nose will look. "Patients are often amazed by the changes that they can see and the difference that projected nose surgery can make to their overall appearance," he says.

**FORM AND FUNCTION:** "The main aim of rhinoplasty is to achieve a nose that not only looks good, but functions well. As a specialist ear, nose and throat surgeon and facial cosmetic surgeon, Dr Mooney is especially able to assess each patient's

functional as well as aesthetic needs. Before any cosmetic surgery involving the nose, Dr Mooney conducts a full functional assessment to check for possible nasal obstruction, sinusitis, and address any concerns such as a change in sense of smell, hay fever or nasal allergies. Snoring problems can also be addressed while improving the appearance of the nose" Dr Mooney says. "Patients are often as delighted with improved breathing and nasal function as they are with the cosmetic appearance".

**NEW TECHNIQUES:** Advance surgery techniques allow Dr Mooney to provide more shape and definition to the nose than has been possible in the past. His clinic is also able to successfully treat problems such as flared or collapsed nostrils, while new-age implants are used to replace nasal cartilage, achieving a better result and improved patient recovery. Injectable rhinoplasty options are also used for minor deformities, avoiding the need for surgery all together.

**NEW COMPLEMENTARY PROCEDURES:** Today, the entire face is considered when a patient seeks rhinoplasty. Sometimes it can be other parts of the face that need correction to help balance out the nose. Dr Mooney is able to offer these complementary procedures which include:  
 ■ Aptos threads – often called the "lunch time face lift" ■ Blepharoplasty (eye-lid surgery) ■ Botox and other rejuvenating injectable options| ■ Lip Augmentation  
 ■ Otoplasty (protruding ear surgery)  
 ■ Face lifts ■ Facial implants



Before and after actual patients of this surgeon. Results will vary from person to person.



**ABOUT DR WILLIAM MOONEY** Dr Mooney is a fully qualified Facial cosmetic and specialist Ear, Nose and Throat and Head and Neck surgeon with extensive post fellowship training in Australia and abroad. Dr Mooney has traveled widely attending formal fellowships in head and neck oncology surgery in London and New York, as well as further training in Paris and Los Angeles. He is actively involved in research and teaching and has presented and published journals at a local and international level.

- Fellow of the Royal Australasian College of Surgeons
- Member of the Australian Academy of Facial Plastic Surgeons
- Member of the Australian Society of Otolaryngologist and Head and Neck Surgeons
- Member of the Australian Rhinological Society

**FOR MORE INFORMATION:**

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