

rhinoplasty





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### Why you should choose Birkdale

#### Experience & Expertise

At Birkdale we've delivered in excess of 150,000 highly specialised surgical procedures & consultations to both the Private Sector & the NHS. Our expertise is recognised throughout the medical sector, and is the reason why people consistently pick Birkdale as their number 1 choice.

In the UK, the Healthcare Commission regulates all cosmetic surgery providers, but Birkdale is also an accredited provider of consulting & surgical expertise to both the Department of Health, and the NHS. Birkdale employs some of the finest, fully registered, cosmetic surgeons in the world.

#### Aftercare & Support

Birkdale offer a comprehensive 3-year aftercare program on all cosmetic surgery procedures. We also provide our patients with a 24-hour a day, 7 days a week medical response line, so we are always on call.

#### Safety & Assurance

Birkdale deliver their procedures through their own national network of private hospitals. Many Cosmetic Surgery companies can appear impressive, often meeting with you in lavish 'sales' consulting rooms, but once you book your procedure with them, you are often sent to a hospital that they have simply rented temporary

space in - to perform your procedure. Birkdale's own network of private hospitals boasts leading technology, and is staffed by a full compliment of specialist staff. By owning and managing our own hospitals we can ensure you receive the absolute highest standard of medical care available, and full support from our teams of dedicated professionals.

Our ethical policy: Birkdale will only undertake proven surgical procedures. Birkdale will not endorse or promote techniques that have not been tested or proven. Birkdale will not deliver ANY procedure that we feel could prove harmful to a patient or not in a patient's long-term interest. We go to great lengths to identify the best equipment and most effective techniques to deliver your procedure. Your safety and satisfaction is our primary concern.

#### 0% Finance

Birkdale offers 0% Finance on all cosmetic surgery procedures (backed by the UK's largest finance house). This allows you the option to spread the cost of your procedure at no additional charge (subject to status, written details available on request).



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### Welcome to Birkdale -

Our appearance shouldn't bind us, it should set us free

The desire to improve our appearance is completely natural. How we look can have a real impact on how we feel about ourselves; it can significantly raise or lower our self-confidence. The shape and appearance of our body can affect the choice of clothing we wear - or choose not to wear, even down to how self-conscious we feel walking on to the beach whilst on holiday.

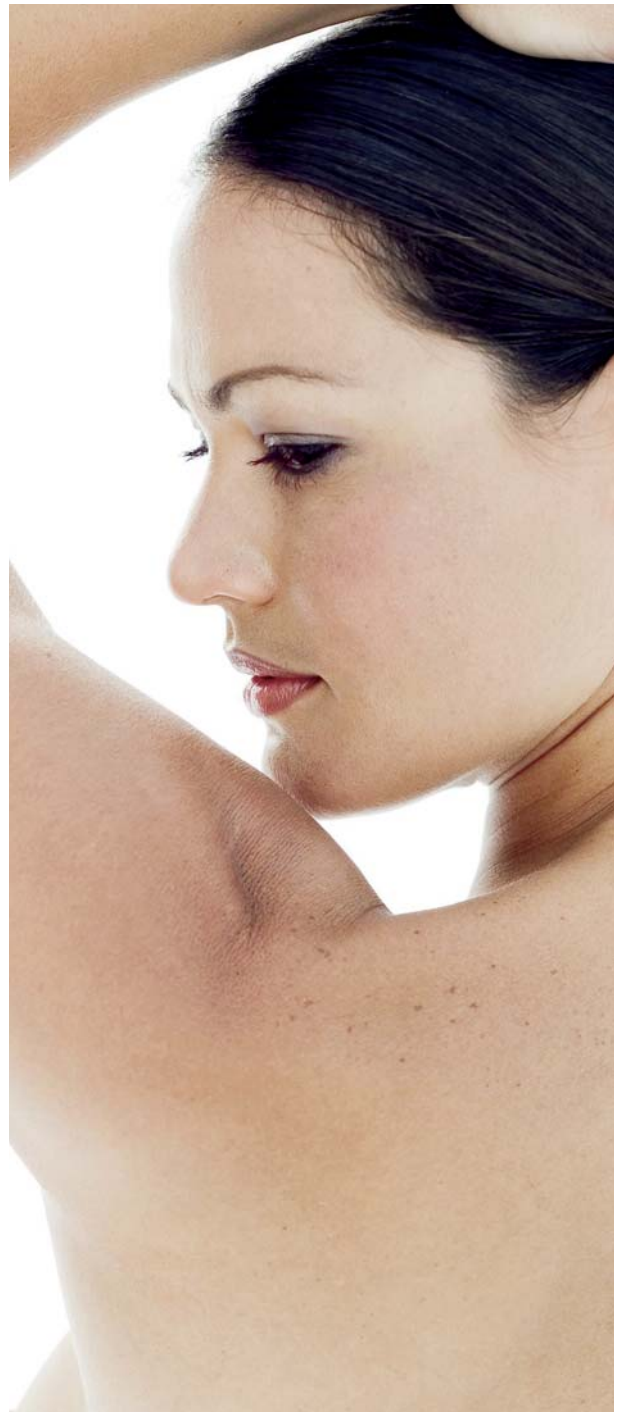
At Birkdale, we aim to provide you with a carefree approach to your life, and your wardrobe. We want you to look and feel great.

### Introduction

No matter how much detail we include in this brochure, it will not compare to the level of advice you can receive from a private consultation with a specialist cosmetic surgeon. This brochure is simply an introduction; we would always advise that you take the time to sit down with a specialist cosmetic surgeon to fully discuss a procedure, along with any associated benefits or risks.

The nose is a very visible feature of the face; it affects the way our whole face appears. Through teasing, bullying, or merely through introspection, many people are extremely self-conscious about their nose. They may consider it too long, too wide; it may have a hump on the bridge, or might even be associated with breathing difficulties.

Any or all of these problems may be alleviated by Reduction Rhinoplasty, which has become a very popular cosmetic surgery procedure.,



## About Reduction Rhinoplasty (nose size reduction)

Reduction Rhinoplasty is a technically detailed procedure, and it is vital that the surgeon is highly experienced in its performance. There are two basic types of Reduction Rhinoplasty, Open and Closed. In addition, the internal septum that separates the two sides of the nose may require straightening (Septoplasty).

Occasionally, the patient may only require surgery to correct a deformity of the very tip of the nose (so-called Rhino-Tip operation).

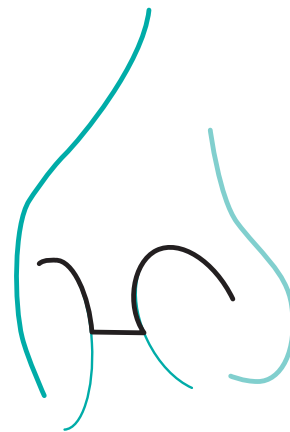
## Expectations of Surgery

A patient must be completely clear on exactly what it is that concerns them about their nose (the initial consultation can be very helpful in defining this). The patient must inform the surgeon clearly of these concerns. Good Rhinoplasty surgeons are as much artists as they are expert technical surgeons.

## Closed Rhinoplasty

With closed Rhinoplasty, tiny incisions are made on the inside of the nose, and there are no external scars. Probably the majority of Rhinoplasties are of this type. Whilst popular with many surgeons, it has the disadvantages that the surgeon does not get such a good view of the operative field, and may limit the ability to remodel the bone and cartilage.

## Open Rhinoplasty



In an Open Rhinoplasty, an incision is made on the inside of the nostrils and across the divide of skin between the nostrils (the columella). The skin over the nose is then lifted, which allows the surgeon a clear uninterrupted direct view of the framework of the nose. As a result, it is easier to make more extensive alterations to the shape of the nose, and to provide a more sculpted nasal tip.

However, there is the slight disadvantage of the tiny scar across the columella (which is generally barely visible with time), and the fact that any swelling may take longer to subside than with the closed method.






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### Augmentation Rhinoplasty

Occasionally, patients approach us with what they consider to be a flat nose, perhaps as a result of injury, or an inherited or ethnic trait.

In order to improve the appearance of a flattened nose, it is necessary to insert some form of additional framework under the skin of the nose to enhance the line of the nasal bridge. Several options are available for this additional framework:-

-  The patients own bone, usually taken from the hip, rib or outer surface of the skull
-  The patients own cartilage, usually taken from the ears or from within the nose itself
-  Artificial materials, such as silicone implants

Occasionally, it may even be necessary to graft the patients own skin onto the nose in order to build the additional framework satisfactorily.

It is usually possible to make a substantial change in the patient's features. However, because of the relatively artificial nature of the new framework, the nose may feel somewhat harder than normal.



Before



After

## What next?

### Initial Consultation:

The first step is to simply take advantage of a completely free initial consultation with one of our patient co-ordinators.

The initial consultation is designed to be warm and informative, and you are very welcome to bring a friend, partner, or relative along with you. Your patient co-ordinator will be able to answer many of the questions you may have, and will offer you objective advice or guidance.

The initial consultation is simply designed to give you more information (specific to you), and allow you to think more about what it is you would like to achieve through rhinoplasty. It is also very valuable because it helps you to think of questions you may wish to ask your surgeon - should you decide to progress to the next stage. At no point are you under any obligation to progress any further – the patient co-ordinator is simply there to act as your guide.

### Specialist Consultation:

Should you decide that you would like to progress further we would arrange for you to meet with a specialist cosmetic surgeon, where you will be able to discuss your procedure in-depth. The surgeon will fully explain the surgical options available, and which would be most suited to you. Your surgeon will also discuss your medical history, and any associated risks. Once again, you are under absolutely no obligation to take this consultation any further.

### Your Procedure:

Should you decide that a procedure is right for you, your patient co-ordinator will arrange a date with you for your procedure. Your patient co-ordinator will support and guide you throughout the entire process, and will be your point of contact throughout your journey with us.

To arrange a free initial consultation,  
simply call:

**0500 44 22 22**

or email:  
[cosmetic@birkdaleclinic.co.uk](mailto:cosmetic@birkdaleclinic.co.uk)

It's your body, you choose.



0500 44 22 22 | [www.birkdaleclinic.co.uk](http://www.birkdaleclinic.co.uk) | [cosmetic@birkdaleclinic.co.uk](mailto:cosmetic@birkdaleclinic.co.uk)

#### HOSPITALS

##### LIVERPOOL HOSPITAL

At Prem House | 2 Park Road | Crosby | Liverpool | L22 3XF

##### NORTHAMPTONSHIRE HOSPITAL

At Danetre Hospital | London Road | Daventry | Northampton | NN11 4DY

##### SHEFFIELD HOSPITAL

At Clifton Lane | Rotherham | S65 2AJ

#### CLINICS

Birmingham | Bolton | Chester | Doncaster | Hull | Kettering | Leicester  
Leeds | Liverpool | London | Manchester | Milton Keynes | Northampton | Nottingham | Preston  
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#### HEAD OFFICE

At Prem House | 2 Park Road | Crosby | Liverpool | L22 3XF