THE BEAUTIFUL FACE
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Beauty
- Every culture is a BEAUTY culture

Esthetics
- A branch of philosophy that gives way to science

Notion of beauty
- Transcends Culture

Looking good
- A universal human obsession

LOCAL FASHIONS
- Rest on bedrock of shared preferences

ESTHETICS
- A Study of Beauty
- Application of Beauty and its Psychological Response

Beauty
- A Pleasure to the senses
Physical beauty

Why do we put so much stock in it?
How do we perceive it?

Outward beauty

May be a reliable indicator of underlying quality
Certifies biological quality

Judgement Of Beauty

Observation of another
Do you want your children to carry his/her genes?

Stages of Cycle

When likely to conceive prefer men with rugged masculine features
When unlikely to conceive prefer men with smoother more feminine features

Mr. Right

Ideal face for a woman varies according to menstrual cycle stages
Likely to conceive receptive to rugged masculine features
Unlikely to conceive smoother more feminine features

ATTRACTIVENESS

PHYSICAL BEAUTY

JUDGEMENT OF BEAUTY

Visceral attention to small variations
Size
Symmetry of facial bones
Body weight
Control Group

- Women on birth control pills
  - No change in hormonal cycle
  - No variation over course of month
  - Preferred more feminine men

Reasons

- From biologic point of view, masculinity is great for lower species females.
- Bright feathers - big horns etc. in males = Good genes
- Opposite in humans, children take longer to raise stability and supportiveness.

Fling Vs. Long Haul

- Fling varied according to cycle stage
  - Large gap between high and low fertility times masculine versus feminine
- Long haul consistent throughout cycle tended to be moderately feminine

Average faces

- More pleasing than faces with features that deviate from the norm

Extremely beautiful people

- Share exceptional qualities
  - Body symmetry
  - Facial symmetry
  - Average-ness
- Large Eyes
- High Cheekbones
- Narrow Jaw

Features of Attractiveness
Ideal male faces
- Broad forehead
- Prominent brow and cheekbones
- Large jaw and strong chin

Ideal female face
- Forehead higher than average
- Fuller lips
- Shorter jaw
- Smaller chin and nose
EGYPTIAN PROPORTIONAL STANDARD
Facial Analyses of Leonardo and Durer
**Profile analysis lines**

- Burstone- B line
- Holdaway- H Line
- Ricketts- E Line
- Steiner- S Line
- Sushner- S’ Line
- Merrifield- Profile Line, Z angle

**Burstone line**

- Soft tissue subnasale- soft tissue pogonion

**Holdaway H-Line**

- Upper lip- Soft Tissue Pogonion

**Ricketts E-Line**

- Tip of nose- soft tissue pogonion

**Steiner S-Line**

- Soft Tissue Pogonian- Center Shape Curve Between tip of nose and Subnasale

**Sushner S’ Line**

- Soft Tissue Nasion- Soft Tissue Pogonion

**Merrifield - Profile Line, Z Angle**

- Profile Line- Soft Tissue Pog- Most Prominent Lip
- Z Angle- Frankfort Horizontal - Profile Line
Smile Line
*How much Gingiva?

Frontal analysis

Nasociliary Line
Nasal Length
- Length from Nasion to Nasal Tip
- Should be Approximately 1.5 Times Width at Midline

Facial Thirds
- Face Horizontally Divided Into Thirds with Lines Drawn at Hairline, Eyebrows, Base of Nose and Chin

Midline
- A Vertical line Drawn through the Forehead, Nose, Upper Lip (columnella), Dental Midline and Chin that Divides the Face in Hair

Lower face third
- 1/3 from base of nose to where lips meet
- 2/3 from where lips meet to bottom of chin

Ala base
- Width of Nose at Nostrils Equals one Eye Width

Rule of fifths
- Perfect Face Width is Five Times the Width of One Eye
Width of the mouth
- Should Equal the distance between the Limbus of the Eyes

Frankfort Horizontal (1)
- A Line from the top of the External Auditory Canal to the Infraorbital Rim

“O” Meridian (II)
- Gonzales- Iloa Line
- A Line from Soft Tissue Nasion Perpendicular to Frankfort Horizontal
- Soft Tissue Poroion- 0 ± 3 mm to line

Maxillary Depth (III)
- Perpendicular to Frankfort Plane that connects N and A = O

Angle of Facial Convexity (IV)
- Angle Formed by Soft Tissue Glabella, Subnasale, and Soft Tissue Pogonian
- Ideal is 11 degrees

Nasolabial Angle (V)
- Line Tangent to Inferior Aspect of Nose through Subnasale
- Line from Subnasale Tangent to Upper Lip
- Males - Angle = 90-95
- Females - Angle = 100-105
Upper Lip to Incisal Edge

- 1-4 mm at rest
- 2/3 of Entire Clinical Crown-
- Smiling

Interlabial gap

- 0-3 mm when the lips are relaxed

Upper Lip

- Males- 22 mm
- Females- 20 mm

Facial analysis with the golden proportion

Harmonic Equation

- Beauty lies in Proportion
- Ideal or Standard is needed
- Best Order is found at the Peak of the Curve
- Biology is the Same for all Races
- Locate the Most Treatable Dysplasia

Facial features

25 YEAR OLD FEMALE

- We obsess over the ones which diverge in males and females at puberty
- Abundant lips of a 14 year old
- Delicate jaw of an 11 year old
- Relatively prominent eyes and cheekbones