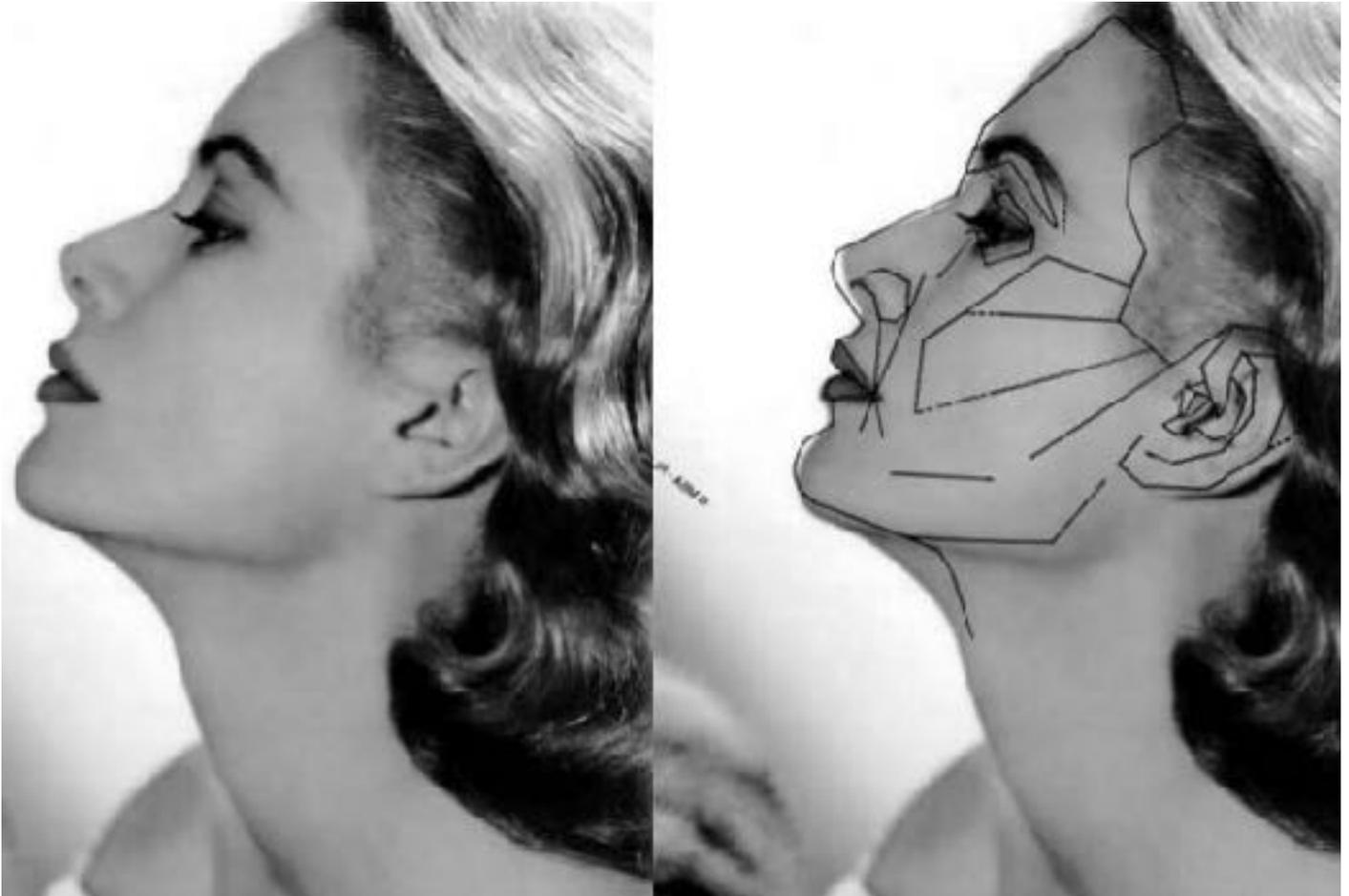

THE CENTRE LONDON

GOLDEN PHI RATIO & FILLERS



How the Golden Phi Ratio of Beauty can be applied to non-surgical filler treatments.

Dr De Silva pioneered research in the area of facial beauty, which has been published in the mainstream media and grown in popularity. He developed the application of the Golden Phi Ratio to the human face, where fillers can be used along the principles of facial balance and beautification.

History

The Golden Ratio has been used by artists and architects for over 2000 years to enhance beauty and proportion. It's been used in many famous renaissance paintings of Leonardo da Vinci. Mathematically the Facial Mask based on the Golden Ratio is 1:1.62. This is what Dr De Silva has modified for augmentation and beautification of the face. So for instance the application of

the Phi Golden Ratio proportions in your lips includes a relative balance of 1 to 1.616 from the upper lip to the lower lip i.e. the lower lip should be fuller than the upper lip.

Celebrities

This mask has also been superimposed onto photographs of celebrities and with this Dr De Silva has determined who the most handsome male celebrity is and most beautiful female celebrity is, as well as most desired features. George Clooney for instance, according to this mask and ratio is the most handsome celebrity, and Amber Heard the most beautiful woman.

"George Clooney has been feted as the world's most beautiful man for decades - and it is great that his status has now been proved by science. He has beautiful facial symmetry and gets closer than any other man to having what the Greeks considered the perfect face. George had a near perfect ratio of nose to lip dimension of 99.6% and his chin and eye spacing were almost perfect as well. Across the 12 key markers he had the highest combined score..."

-Dr Julian De Silva, London Facial Plastic Surgeon



(Top photo: George Clooney, bottom photo: Amber Heard)

Filler Treatment

The application of fillers is different in masculine and feminine faces. In men the focus is along the lines of the chin and jaw lines and in women the focus is along the Phi Golden Ratio lines of the lips. Our procedure called the Phi-Lift focuses on the Golden Ratio and follows this to beautify a patient. However, this ratio can be used for all fillers like lip, chin and jaw specifically also.

Ultimately beauty does lie in the eyes of the beholder, and the Golden Phi Ratio is a mathematical explanation for beauty, but beauty goes beyond this also. At The Centre on Harley Street, Dr De Silva and his team recognise individual beauty and see procedures such as a non-surgical filler treatment as a way to enhance or rejuvenate existing beauty.