

July 1, 2001

Video Available Depicting Surgery Technique for the New MEDPOR® Nasal Shell

Porex Surgical Inc., in collaboration with Paul O’Keeffe, M.B., B.S. (SYD), F.R.C.S., F.R.A.C.S. Sydney Australia, has developed a new video depicting Dr. O’Keeffe’s semi-open approach to rhinoplasty using the MEDPOR Nasal Shell Implant to augment the nasal dorsum.

The MEDPOR Nasal Shell Implant, provided sterile with two inserts, is shaped to mimic the nasal pyramid complex, consisting of the nasal bones and upper lateral cartilages. The two inserts are designed to be placed inferior to the implant in dorsal areas when substantial dorsal augmentation is required.

The video describes Dr. O’Keeffe’s semi-open technique used to implant the Nasal Shell. As Dr. O’Keeffe explained recently in a presentation to the American Society for Aesthetic Plastic Surgeons in New York City, he begins the procedure with a stair-step cutaneous incision in the columella and a skin flap elevated over the anterior columella. Using an inter-cartilaginous incision, a pocket is developed over the nasal pyramid. Dr. O’Keeffe uses a stepped transection of the columellar and alar cartilages to allow easy access to the dorsal area. The implant is trimmed to insure the correct placement of the rhinion and to ensure that the implant does not extend caudally or laterally beyond the upper lateral cartilages.

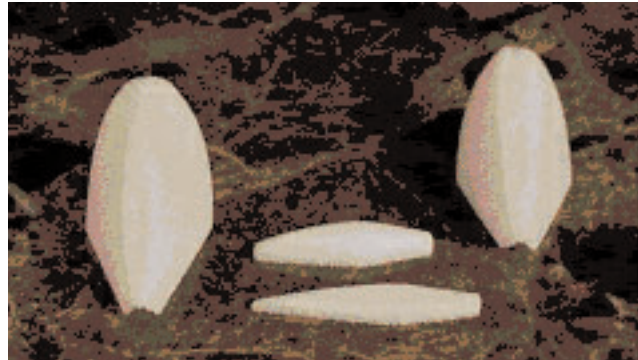
At the time of this release, Dr. O’Keeffe has implanted over 30 nasal shells since April 1999 with only one complication, a vestibular mucosal exposure associated with allowing the implant to extend beyond the upper lateral cartilage.

Dr. O’Keeffe maintains a Rhinoplasty Patient Resource web site at <http://members.ozemail.com.au/~oknoses>. Some postoperative results of his technique may be viewed under Template Rhinoplasty/Results.

One patient recently stated to Dr. O’Keeffe that 2 years after her procedure: “The nasal implant looks like a proper nose and has pulled everything back to where it should be - and the most amazing thing of all is you do not even know it is there. It actually feels like my own nasal cartilage and it moves with the rest of my nose.”



SURGICAL PRODUCTS GROUP



MEDPOR Biomaterial Implants are composed of biocompatible porous polyethylene. Since 1985, MEDPOR Implants have been used extensively in craniofacial reconstruction/augmentation and aesthetic surgery. The interconnecting, omni-directional pore structure of MEDPOR Implants allows for rapid vascularization and tissue ingrowth.

For more information on the MEDPOR Nasal Shell Implant or to request a free copy of the technique video, please contact Porex Surgical at 1-800-521-7321, or by e-mail at surgical.info@porex.com.

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