



Intelligent orofacial beauty: an epistemic reflection from the Venezuelan dental client

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Abstract: This study is about the reconfiguration of the dental client based on intelligent orofacial beauty on the harmonic and symmetrical balance of the smile and face. The research is based on the local context of Venezuela, with a descriptive methodology through an exploratory study in 2020 by using cluster sampling. The Kuder and Richardson coefficient was calculated with a total of 196 samples, resulting that all the instruments ensure reliability. Finally, it is suggested that dentistry goes beyond the treatment of teeth. The results indicate that it is necessary to educate the client regarding the benefits of intelligent orofacial beauty supported by orofacial harmonization.

Key words: dental client; orofacial harmonization; intelligent beauty

1 Introduction

As time goes by, customers' expectations of their service providers become higher and higher. Therefore, we must provide them with convenience, provide them with guaranteed satisfaction, let them know who they are, and answer their questions in a timely manner, etc. In turn, this progress is significantly denoted by the evidence of the incredible technological advances that are occurring today at an exponential rate. The world is immersed in an era of innovation, with artificial intelligence, the Internet, virtual and augmented reality and big data playing a leading role. In fact, it is considered that more fundamental problems will be solved in the next two decades than were solved in the last two centuries (De la Torre, 2018). This evolution has driven different sectors; among them is the beauty industry and its new trends towards dental medicine. Consequently, it is mandatory to modernize in order to meet customer expectations, as they have become more demanding consumers. Within this framework, there are numerous scientific works and local and international journalistic records that highlight the importance of beauty and aesthetic care in everyday life, which emphasize the influence and pressure that these aspects generate both in individual and social life.

To this end, today's society, increasingly interested in appearance, demands specialists trained in minimally invasive techniques. In appropriate circumstances, dental professionals must have a vision and deep understanding of the boundaries of each structure of facial anatomy, the correct execution of procedures, and the needs and expectations of each client. In this case, the trend of scientific research, development and innovation is decisive, which means redefining the theme, as well as contemporary dental practice. As far as dentists are concerned, the ethical values of expert training and the ethical values that affect the improvement of professional practice quality are just a few examples.

Therefore, the analogy between beauty and technology has developed rapidly with the entry of the so-called intelligent facial devices and products[1], which can achieve minimally invasive treatment on the skin to enhance and

optimize the expected effect. All these advances are in the interests of consumers, who want personalized beauty products that can provide them with easy and instant results. In this sense, the Dental Association has developed to provide customers with new trends to transcend the oral cavity while seeking to improve their self-esteem and self-confidence.

2 Cognitive framework

The digital era contemplates processes of social transformation supported by both technological innovations and language. As explained by Echeverria (2003), in the field of language, language has replaced rationality and managed the linguistic philosophy of language turn. According to Rorty (1991: 4), reality is regarded as a game of language or social practice. When they change, "human beings can produce a species that has never existed before". Therefore, through language reconstruction, a new way of life has emerged. The impact of this new paradigm on the operation of organizations and institutions is crucial. The determination of new signs is relevant to the organization, because they enable management to obtain the information needed for timely decision-making.

The result of this approach is that the management constantly seeks the recognition of customers' needs, desires and aspirations to determine the satisfaction commitment that the company will provide to the market. A market where customers continue to experience emotions related to consumption oriented economy. In this market, people pursue metonymic identity. In this market, "the process of self-identity is worth pursuing, and the results are displayed in a visible way with the help of the brand" (Baumann, 2007: 116). This is a sense of satisfaction, not purchase and ownership, but "action" (Bowman, 2007: 135).

Today, this constant pursuit of human body and facial image is to have a norm to regulate their feelings, what they should have and beliefs, which means that their life will be more complete and accepted to achieve success. Because it will conform to the cultural norms of this inclusive model focusing on social subjects, which will affect their behavior (Aafjes, 2008). This pattern is not conducive to the changes caused by the inherent changes of aging, nor to the huge changes in the body and face beyond aging, which has a significant impact on their self-identity and self cognition, reduces their self-esteem, and leads to isolation and deterioration of the quality of life.

It is worth noting that Orrego et al. (2016: 55) defined self perception as "the process by which individuals organize and interpret environmental stimulus patterns". This concept is closely related to the concept of self-esteem. The author defines self-esteem as "the way individuals look at themselves and decide to reject or approve through self calibration ability and value" (Orrego et al., 2016: 55). In this way, human beings have the ability to perceive, understand, shape their own image and identify their emotional state. For this reason, in this era, women and men are fighting against obesity. They want to keep their skin healthy, without skin depression, hair without gray hair, and a well-defined body. They are eager to correct things that do not meet the standard of ideal beauty. In fact, "the face is the mirror of the soul and our letter of introduction, which expresses our feelings and is difficult to cover up any defects or imperfections" (Mesquida and Capelastegui B, 2012:7).

In order to further study beauty, we returned to the philosopher Plato (1989), who developed his theory - based on the order, measurement, proportion and harmony that we observed in the universe (κόσμος), which represents a property that depends on the distribution and harmony of elements, as well as a quantitative mathematical property. He can express himself with numbers. Everyone chooses to love these elements according to his own preferences. Therefore, beauty is subjective to human beings, so its concept will be related to his desire, wishes and thought. For this reason, its personality is different. In fact, the individual has unique archetypes of the beautiful and questions things according to these parameters. These archetypes have been developed during his life: "that is, aesthetics in relation to the existential paths of a particular age, era and even race" (Ríos, 2000: 4).

In the same sense, according to Ortiz and Molina (2005), beauty is developed by Greeks, which means everything they like, attract or admire. As time goes on, it is based on the concepts of harmony, symmetry and rhythm, and is conceptualized in a more limited way. But over time, its significance has changed due to fashion and different cultures. According to the myth, the Greek goddess Aphrodite, also known in Latin culture as Venus, caused awe wherever she went because of her incomparable divinity. In Western culture, women are admired for their beauty: women have learned the importance of appearance in maintaining and winning social status since childhood (Lettieri, 2015). In other words, when human beings can perceive, capture and understand the order, symmetry and harmony of things, that is, the attributes of the world, we exist in the concept of beauty. Therefore, at present, "this definition is a subjective perception [...], that is to say, the human soul has the sympathy and understanding to grasp and understand these properties, but this varies according to its idiosyncrasy, personality, age, culture, religion, race, philosophy of the time" (Burgu , 2004: 1). This concept includes aesthetic principles promoted through social media or the Internet. However, "everyone has his own concept of beauty, that is, the concept of individual [...]. It determines how to look at, imagine, judge and reason when facing the world around him" (Burger, 2004:1). It can be said that beauty is attractive, which exists in the eyes of the viewer and has caused strong emotions in human beings. However, with the development of the world, there are some characteristics, which are perceived through shape, color and feeling. The society itself regards it as a norm and considers them acceptable.

The ideal of beauty envisions facial balance. In this regard, it is important to emphasize that all relevant health professionals have been working hard to achieve beautiful results of sensory pleasure, especially in the field of rejuvenation, which is currently regarded as a new aesthetic standard. In Greek, the term "aesthetics" is defined by Ramirez, Novo and Volpe (2007:80) as "sensitive, belonging to or relating to the perception or appreciation of beauty and something that is beautiful or sensual pleasure". According to Muniz (2014:417), "it is relevant to achieve the standard of beauty and transform the body into a 'perfect body', because this is one of the basic goals of the subject's existence".

Therefore, according to Ortiz and Molina (2005:23), in order to achieve the expected standard in facial beauty surgery, it is necessary to "conduct aesthetic analysis on the face to clearly understand the changes predicted by the patient; the integration of a surgical plan based on experience and protective function". In fact, the plan aims to improve the appearance of normal people who are considered to be purely for cosmetic purposes through technologies involving osteotomy, augmentation or remodeling procedures of the bony structures, while bony structures without neglecting the modifications of muscular insertions and soft tissues, which will change the appearance and shape without altering the function.

The International Society of Aesthetic and Plastic Surgery (ISAPS), founded in 1970, has explored this field and is the main professional organization in the world that certifies cosmetic and plastic surgeons. According to the results of its annual international beauty/cosmetics program survey, in 2019, compared with 2018, the beauty programs in the United States and Brazil increased by 5.4% in general, with the United States and Brazil being the most prominent, accounting for 28.4% of the total number of global beauty programs, followed by the other eight countries: Mexico, Germany, India, Italy, Argentina, Colombia, Australia and Thailand. It is worth noting that Brazil has risen to the first place in the world in cosmetic surgery, while the United States is the world leader in non-surgical surgery (ISAPS, 2019).

About Venezuela, Ocando (2018) explains that the country ranks among the 20 countries with the highest number of cosmetic surgeries in the world according to ISAPS figures. He highlights that its best year in the specialty was 2014 when it ranked eighth as the nation where there were the most aesthetic procedures with 291388 cases.

With regard to the above mentioned ISAPS survey, it is emphasized that people are working every day to minimize the complications during the operation. The most serious cases were postoperative deep vein thrombosis (DVT) and

pulmonary thromboembolism (PTE), local anesthetic intoxication (AL), respiratory depression, excessive sedation and anaphylactic shock. In previous reports, PTE is likely to be the main cause of death related to plastic surgery (CP). According to the report of the United States (Nazar et al., 2014), it accounts for 57%. For these reasons, it can be seen that there are differences in the growth of non-surgical surgery, with the peak of 2869485 in the United States in 2019.

In view of this situation, today's renaissance has considered a variety of technologies and/or procedures in its treatment, including those are less invasive. They can help patients age gracefully and cautiously by immediately incorporating patients into daily activities, because these procedures allow more subtle aesthetic changes or improve previous surgical outcomes, of course, they can also shorten the recovery time (ISAPS, 2020).

According to Rada (2018), various minimally invasive treatments include:

a) Anti aging and micro infiltration in local skin depression. At present, these treatments are carried out in the epidermis or dermis. There are microneedles in the most problematic areas, and it is easy to transform expression marks into rhythms such as eyeliner, forehead, cheek circumference or facial contour.

b) Tension wire for face and neck: As a biological stimulator, the trend is growing, which is conducive to the production of collagen and provides customers with immediate and lasting improvement effect. Its application requires no surgery, no invasion, and no pain. This treatment is designed to correct and improve the dermal furrows in different areas of the face such as the eye contour, forehead, eyebrow elevation, including the firming of the facial contour and neck.

c) The penetration of nutrients, vitamins and trace elements for face and neck treatment is part of skin regrowth, which enables patients to use all active ingredients needed for skin to look bright and young for local treatment. In addition, the penetration of hyaluronic acid, which is a natural element in the body, has been lost for many years, resulting in more relaxed skin and a sense of rhythm. Therefore, its position is an ideal choice for restoring skin color. This treatment applies not only to the face, but also to other parts of the body. There is an introduction based on its reticular structure and treatment area.

d) Facial radiofrequency and various types of equipment are used to eliminate dermatolysis, promote regeneration, renewal and collagen production, produce lifting effect, stimulate lymphatic drainage, help eliminate liquid and toxin, and improve skin circulation and oxygenation.

e) Laser technology, which uses a single wavelength beam to change the skin layer to be treated. There are several types of lasers in this major: CO₂ (rejuvenation), Nd: YAG (depilation and dyeing), pulsed dye (vein), erbium: YAG (scar, nevus, stripe, etc.), diode (lipolysis). The advantage of lasers is precision, as the predictable results and additive effects of the lasers.

f) Platelet derived growth factors PRP (platelet rich plasma) and PRF (fibrin rich plasma) are used as skin re-sensitizers. Botulinum toxin currently classifies it as the most important protocol to weaken muscle therapy. It applies to dynamic facial lines, such as periorbital skin depressions, eyebrows, and forehead areas. It is used for hyperhidrosis of masseter muscles, gums, armpit and hand.

g) Various treatment methods.

Therefore, it is obvious that it has been committed to at least confirming the choice of invasive treatment, because every day more and more people decide to use non-surgical cosmetic medicine to improve their appearance, revitalize the skin, restore luster, elasticity and hardness, without having to go through the operating room after treatment to obtain obvious results. In these treatments, there are busy patients who have no time. They need short-term but effective treatment. Their goal is to prevent and restore the vitality of facial skin, and to produce lasting effects. It is worth adding that customers must consult experts who have received training in this discipline. At present, dentists are ready in this field to

achieve a harmonious appearance on your face through the balance between the teeth and their surrounding structures, because according to this view, the teeth complement the smile, and the smile improves your face.

Therefore, in recent years, dentistry has gradually turned to a new paradigm in aesthetics. The driving force is mainly the new meaning of healthy dental customers, who are eager to have an impact with an impeccable image. This is combined with the emergence of new materials, including innovation and technology, which immediately meet the requirements of beauty and functionality. Therefore, the basic determinant points to a new dental specialty, which will be combined with the realization of facial beauty and complement the whole. In this regard, Velazco (2019:2) defined oral facial coordination as "a set of aesthetic procedures that, when combined, can improve facial symmetry, change certain features, and treat skin aging, characterized by loss of elasticity, volume, and fat before clinical diagnosis", so as to regenerate multiple structures on different dimensional planes.

Based on the above considerations, this new dental perspective aims to emphasize the natural harmony of everyone by correcting and softening their defects. In Latin America, Brazilian professionals took the lead in opening this new dental specialty. In January 2019, the Brazilian Federal Dental Commission (CFO), in accordance with CFO Resolution 198-2019, recognized oral facial coordination in dental care and defined it as "a series of procedures were conducted by dental surgeons in their field of work, who are responsible for facial aesthetics and functional balance" (Pereira, 2019). This specialty includes treatments for temporomandibular joint (TMJ), lips, cheeks, masticatory muscles, neuromuscular system, soft tissues and teeth.

Orofacial harmonization, according to Carbone (2019), seeks harmony and naturalness of the elements that make up the smile in a comprehensive manner combining aesthetics and function to restore signs of youth that were lost during the aging process. That is to say, based on minimal invasive techniques, the smile can become harmonious, balanced and proportional, framed in a whole which is the face. This technology focuses on all facial tissues to achieve comprehensive results, as a new method to obtain the facial beauty that many patients dream of. When appropriate, experts must strictly manage this field, from diagnosis to clinical application of treatment based on extensive anatomy and analysis of facial regions. Similarly, it is necessary to understand the pattern of dividing the face into one third (Velazco, 2019:2).

In this case, this new method helps dental clients have a better sense of themselves and feel more comfortable with themselves, because smiling involves not only teeth and lips, but also all the structures that support them. For this reason, they try to coordinate in the most correct way by following a series of steps, including restructuring the fat tissue with the same contraction, using different technologies to relax or weaken the local contraction of muscles, so as to solve different diseases such as gingival smile, bruxism and temporomandibular joint, and achieve excellent results in beauty, so as to restore the skin surface. The internal and external aging caused by the skin is also affected, and the tissue is regenerated by stimulating the formation of collagen and elastic fibers through the stimulation of growth factors and biological stimulation. Therefore, a new historical significance has emerged, that is, to conduct evidence-based science to transform the paradigm of facial rejuvenation into intelligent rejuvenation.

In the case of Venezuela, the Board of Trustees of the Dental College, after a thorough review, made a decision on the request to include oral and facial coordination in the dental profession. The College issued the following resolution: "In view that dentistry is a medical subject under Article 2 of the Dental Practice Law, it was decided to appoint a committee to submit a proposal on the supervision of the profession to the Board of Directors, as well as the corresponding scientific association established under the Law (Dental Practice Law, 1970:3). In any case, Venezuelan dentists must be aware of and prepared for the cutting-edge knowledge presented in their career while studying the mainstreaming of this profession. As Velazco (2019:3) pointed out, "facial coordination must be performed by professionals who are proficient in various

technologies and know how to balance multiple procedures to achieve balanced and proportionate results." In this regard, Diaz-Villabona et al. (2020:153) recognize the need for professional training in the area by noting that "professional skills together with the knowledge of the different techniques and the appropriate products for each procedure, together with the anatomical basis, are tools that contribute to obtain a successful result".

It is important that dental professionals not only have the vision and knowledge of facial anatomy, but also have the needs and expectations of each client, and do not neglect multidisciplinary treatment when necessary (Goodman, Swift and Remington, 2015). By understanding customers' needs and providing them with different choices for the latest trends in research, development and scientific innovation, we can provide them with intelligent facial balance, that is, through Navarro (2013), we can conceptualize intelligent beauty into a harmonious whole of internal and external, and combine biotechnology, nanotechnology and other innovations to achieve this perfection. They provide development because the cosmetics industry is now committed to smart products.

According to this concept, the concept of the cornerstone of this article is proposed. According to Susan Nibar and Douglas (2013:15), the cornerstone of this article is the oral facial or oral dynamic system, which represents "skeletal muscles, [...] salivary glands, nasal mucosa and arachnoid membranes, eyes (lacrimal glands) and other smaller organs related to the complex organs constituting this system, such as the mouth, nose, throat, ears, and even the eye structure, although partial." In other words, it includes the muscles, lips, tissues, masticatory system, TMJ, among others, and the teeth whose functions are phonation, chewing, swallowing and aesthetics. By integrating this orofacial system with intelligent beauty, the concept of intelligent orofacial beauty is proposed, that is, to provide a harmonious and symmetrical balance for complex organs constituting the orofacial system, such as the neural, anatomical and physiological units located in the craniocervical facial region composed of different structures. This will enable us to achieve a large dose of perfection on the basis of stimulating cell rhythm through low invasive and multi-functional intelligent products and technologies, so as to solve the causes of aging under the philosophy of prevention, correction and preservation.

3 Data and methodology

The purpose of the article is to reflect on the reconfiguration of the dental client based on intelligent orofacial beauty. In order to achieve this goal, a descriptive exploratory study was carried out in 2020 to understand the reality of research from Venezuela's local background, because such tools can "identify all aspects of the research problem" (Vieytes, 2004:329), so as to understand the new needs of the situation described by group sampling, because it uses three groups. The sample consisted of 84 dentists, 93 dental clients and 19 students. This is an intentional or expert judgment non probabilistic sampling. There are 196 samples in total. When the size exceeds 30, it is theoretically distributed according to the normal distribution (Hernández Sampieri, Fernández Collado and Baptista Lucio, 2014). This scale is the willingness of available personnel to respond to research tools. In the questionnaire design, yes or no dichotomy questions were used, including 19 items (6 dental items, 7 dental customer items and 6 student items). The questionnaire was applied using the Google Drive form (attachment) for each group in the sample.

3.1 Kuder and Richardson reliability coefficient

The validation test of the data collection instruments was used by calculating the Kuder and Richardson reliability coefficient, as suggested by Hernández Sampieri et al. (2014). The Yes and No dichotomy response selection tool was used and applied to 5 pilot samples and tool projects. Results: students KR = 0.9696 meaning Very High Reliability; dental clients KR = 0.9781 meaning High Reliability and dentists KR = 0.9696 meaning High Reliability (Annexes). All instruments used ensure reliability so that the information they provide is reliable in terms of standard distribution.

4 Discovery

Of the 93 dental clients aged 15-60, 74.2% were women, which could clearly indicate that they wanted to improve their smile by 93.5%. In fact, they are aware that beauty enhancement is not only associated with cosmetic surgery (specifically 91.4%); however, 69.9% are unaware of the term orofacial harmonization. In addition, 68.8% dental clients do not recognize dentists as experts in this field, and they use non-surgical treatment such as botulinum toxin or hyaluronic acid (88.2%). There is no doubt that these results are related to dentists (84 respondents). Although they know about oral facial coordination (92.9%), they do not have this specialty in multidisciplinary teams, nor do they provide botulinum toxin or hyaluronic acid (65.5%). Although they know that they can receive training in vocational training to improve patients' facial balance (94%), 89.3% of them expressed interest in having this specialty.

In addition, dentists (89.3%) and dental students (19 interviewees) (100%) are both interested in developing this major in clinics. It is necessary to emphasize that students also want to deeply study the generality of facial aesthetics.

Table 1 shows a comparative summary of the above findings:

Table 1 Comparison between clients, dentists and dental students



Source: self prepared.

Note: Comparison of dental knowledge and minimally invasive treatment such as oral and facial coordination.

5 Discussion

The research results show that dental clients are striving to highlight their beauty every day to improve their smile and minimize facial changes due to signs of age and treatment that does not involve surgical procedures, although most of them do not know that dentists are conducting aesthetic treatment to achieve balanced and harmonious development of the face. It can be inferred that one of the possible reasons is that many of these professionals do not know this profession. Therefore, they neither provide nor guide dental clients to enter this field involving minimally invasive technology. It is worth emphasizing that these professionals are interested in participating in the updating of facial regions, because they realize their advantages in facial analysis, together with advanced cosmetics and innovative equipment, will bring them better results on the basis of optimizing work quality and time. Therefore, dentists and dental students are making efforts to study this field in depth.

6 Conclusions and prospects

It is very important to reconfigure dental customers according to intelligent oral cosmetology, that is, understanding and building empathy to understand their needs and expectations is of great significance for understanding their self-awareness and the changing beauty model over the years, because we are surrounded by various stereotypes. With the emergence of almost no invasive new technologies, the oral health market has developed, because it is not only developing towards a smile. It is the dentist who has influence to improve the standards of balance, harmony and symmetry on the basis of coordinated oral and facial treatment.

According to the results of the exploratory study, it is necessary to educate dental customers to understand the benefits of intelligent oral and facial beauty, so as to fight against the causes of aging. Through dental and facial beauty treatment, beauty guidelines are formulated for everyone, and necessary finishing is carried out to improve or update customer self-esteem and quality of life. It is worth adding that dentists hope to innovate by incorporating facial region updates into their services.

On the forward-looking side, the contribution of this paper is based on the dimensions of the research object, dental clients and slightly invasive methods. Taking into account these procedures aimed at improving one third of the face, it predicts the ongoing changes in dental medicine, and clearly points out that dentistry goes beyond dental treatment, that is, it is also considered as a health science aimed at achieving the overall well-being of human beings.

As for the limitations, the exploratory research conducted only provides an analytical dimension that is worth further in-depth study. These findings cannot be summarized on the basis of the fact that the information is specific to Venezuela.

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Conflicts of interest

The author declares no conflicts of interest regarding the publication of this paper.

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