

## The New Nose: Is the Bump Back?

The cookie-cutter ski jump nose looks like a relic now, as cosmetic doctors approach rhinoplasties with a more artistic, individualized approach.

Twelve years ago, a young woman named Elina met with a number of plastic surgeons about her nose, which she described as having a pronounced bump and bulbous tip, traits she had inherited from her father. Each surgeon showed Elina, then 18 years old, an “after” rendition of herself that she described as jarring.

“I remember telling my mom: ‘This doesn’t look like me. This doesn’t feel right,’” she said. “I thought, ‘I’m going to have to live with my nose,’ and I put it on the back burner.”

But then, while scrolling through Instagram, Elina, now 30 and a creative director in Manhattan who asked to be identified only by her first name, stumbled upon Dr. Dara Liotta, a facial plastic surgeon who specializes in natural-looking nose jobs. After a consultation, she plunked down \$15,000 for a rhinoplasty with Dr. Liotta and is thrilled with her new, slightly altered profile.

“She left me this bump,” Elina said. “It looks so natural. I saw a bunch of friends, and they didn’t notice.”

Gone is the era of the cookie-cutter, ski jump nose. Today’s cosmetic doctors are approaching rhinoplasties with a more artistic, individualized approach, using new surgical and nonsurgical techniques to refine rather than revamp one of the most prominent features of the face. “You are taught to do rhinoplasty a certain way, but now it’s much less mathematical,” said Dr. Matthew White, a facial plastic surgeon in New York. “It’s about really spending time talking to the patient and figuring out what they are looking for.”

Wendy Lewis, an aesthetics industry consultant, remembers when a particular New York surgeon — Dr. Howard Diamond — was so well known for creating a specific nose, one with a scooped-out bridge and pinched tip, that it was called “a Dr. Diamond” nose.

Dr. Melissa Doft, a plastic surgeon in New York, noted that many patients seeking nose jobs don’t want to lose their ethnicity. “Our grandparents’ generation wanted to assimilate as quickly as possible, but the next generation is proud of their heritage,” Dr. Doft said.

Dr. Doft has also noted a recent uptick in patients who had reduction rhinoplasties years ago and now want to correct the “sharp angles which we used to think were beautiful but have aged the patient.” She cited [a study recently published in the Aesthetic Medical Journal](#) that used computer software to demonstrate that a well-done rhinoplasty could make a patient look three years younger.

“Very little has been talked about the nose and aging, but as we get older, the nose loses its softness and roundness,” Dr. Doft said.