



# Vermillion Dollar Lips

## LIP ENHANCEMENT

By Robert W. Gordon, D.D.S.

**F**ull luscious lips have always been sought after. Whether using liners to accentuate lip size or using more permanent methods of enhancement, a prominent pout is what women want. Over the past decade, the popularity surrounding lip augmentation has significantly grown.

Patients are not only partaking in the constant search of eternal youth, but the aspiration of sultry, sexy lips at any age. While the majority of lip and perioral augmentations up until now has been specifically focused on anti-aging, the aesthetics of lip enhancement are broadening, now appealing to individuals simply looking to improve their natural lips. The Vermillion Dollar Lips standard for lip and perioral augmentation allows doctors to accomplish the six signature lip styles designed to work with an individual's unique set of lips, as well as their specific facial structure.

As a cosmetic dentist, I have studied the lower portion of the face in great detail. As an "oral-facial expert," I have mastered the lips' anatomy and used my expertise to develop and write "Vermillion Dollar Lips," the world's first textbook dedicated completely to lip and perioral

cosmetic dentistry field, but as more aesthetic practitioners from other fields realized that VDL certification provided the means to acquire more patients and increase revenue, the program expanded to provide training and support to medical professionals in various fields of study. Physicians who

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augmentation. After the text's great success, I developed the Vermillion Dollar Lips (VDL) continuum, a program that trains aesthetic health professionals in my lip classification system and standards.

Originally, the text was specifically geared toward the

become VDL-certified have exclusive access to the six signature lip styles as well as marketing support and the ability to bypass product advertisement laws. As a result, VDL-certified professionals are experiencing a wider patient demographic and a boost in practice revenue.

The main point of the VDL program is to train practices in not only the science of lip augmentation, but the art. The lips are formed by five planes, three in the upper lip and two in the lower. All lips have these five structural planes in common, yet each individual's lips are unique. The idea is to master the lips' anatomy while also taking the

crucial when dealing with the planes, zones, and segments of the lips. Combining the basic planes with the specifications provided by the six signature lip styles allows for a virtually flawless augmentation. Of course outlying factors must also be taken into consideration, for instance, lip length, a patient's age, race, and sex.

When it comes to deciding which signature lip style is best suited for a patient, a VDL-trained professional will look at the entire facial structure, including the teeth. Each factor greatly affects the appearance of the lips. By keeping patients involved in the practice, the VDL-professional can work exclusively with the lip styles to work with a patient's specific needs. Many doctors worry about wasting filler, so they inject the same amount in the top and bottom lip and hope for the best.

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patients' specific features into consideration. Far too often, patients leave a practice with an inadequate lip procedure due to a doctor's attempt to duplicate another person's set of lips. Take Angelina Jolie's lips, for example. Many patients request Jolie's lips without adequate medical consultation and guidance, which results in mismatched, unsightly results. The problem lies in the fact that no two people have the same lips. So in attempting to reproduce another person's lips, procedures often become aesthetically disappointing. Dr. Gordon's training concentrates on the uniqueness of each patient's set of lips. Using masterful techniques, the VDL-certified professional thinks of the procedure as an extension of themselves, concentrating on the flow of material. I make the comparison to an artist, the patient being the canvas and the injectable, the medium. This combination of art and science is



*Before and After (inset) Lip Enhancement.  
Photos courtesy of Dr. Gordon*

## THE DR. GORDON'S LIPS CLASSIFICATION

The lip classification template provides six specific lip styles designed with detailed and finite standards to achieve each look specific to the individual. Results may range from a subtle pucker to a bolder look.

### CLASSIC LIP STYLE



The Classic lip style is the most understated, perfect for women who have lost volume as a result of aging. The Classic produces a distinctive formation of all five lip planes. This is an ideal look for women who have a larger lower lip or even lower and upper lips.

### RUBINA LIP STYLE



The Rubina is a slightly fuller look that can only be placed on a woman whose face shape matches the criteria. If a patient has the right amount of length to the face, specifically regarding to the bottom of the nose to the top lip, the Rubina can be extremely complimentary.

### CUPID LIP STYLE



For patients desiring a more youthful appearance to their lips, the Cupid style is most likely their match. It is, however, the rarest of the lip forms. The Cupid can enhance lips that have a strong Cupid's Bow form, meaning the double curve of the upper lip is prominent. This is a look that is prominent in pre adolescent females.

### PERLIQUE LIP STYLE



Opposite of the Cupid is the Pearlique, which accentuates the lower lip. By enhancing the two tear drop-shaped bottom planes of the lip, the Pearlique gives a particularly full and sultry look. Because the Pearlique is so focused on the lower lip, it represents one of the styles that can be successfully paired with other lip styles.

### HOLLYWOOD LIP STYLE



The Hollywood style achieves a full presentation of both the lower and the upper lip. This is a look best suited for patients who possess a larger upper lip and those who wish to draw attention to their lips. The name speaks for itself as the Hollywood can often be found on celebrity icons. The aesthetic result is achieved by maintaining the symmetry and balance of the lips.

### ANGELIC LIP STYLE



Finally, there is the Angelic style, which represents another full expression of the upper lip. This style elongates and shapes the upper lip, resembling an angel's wings. It is particularly flattering to a patient with a fuller upper lip combined with a narrow lip length. This style involves little or no mid or lower augmentation.

By providing exclusive access to the six signature lip styles, professionals are experiencing unparalleled results as patients are now able to achieve their full aesthetic potential. By answering to the demand of more than just anti-aging procedures, practices that are VDL-certified are experiencing a greater patient demographic, opening up possibilities to those individuals not yet concerned with aging, but simply looking to improve their natural lips.

Since most fillers are resorbent, patients are returning to their VDL-trained practitioner approximately every six months to recreate their beautifully crafted lips. As mentioned earlier, most practices attempt to stuff the entire contents of the syringe into the patient's lips. Vermillion Dollar Lips trains its professionals to provide patients the ability to buy by the syringe. This lowers cost due

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to less wasted or unused filler. Patients purchase the exact amount of material needed for their specific lip style desire. Using a scavenging method, filler is dispensed into an applicator syringe for the precise amount needed. There is no waste, and money is saved. This process benefits both the patient and the practice, as patients leave with superior results and no wasted injectables. Furthermore, practices experience increased revenue with a higher rate of recurring patients.

Practices who partake in the Vermillion Dollar Lips continuum will receive the competitive edge over other practitioners who have not been VDL-certified, as those who have gone through the VDL training will be the only ones to exclusively offer the six signature lip styles and perfected methods. By becoming a specialist, existing practices can expand their offerings to current patients. For example, a cosmetic dentist who is VDL-certified can complete a patient's oral makeover by offering lip and/or perioral

augmentation in addition to dental work. Dermatologists or Plastic Surgeons can also extend their mastery to patients. In contrast, newly emerging practices can draw in new business. In other words, Vermillion Dollar Lips separates those dabbling in lip augmentation from the specialists. Not only do practices receive expert training and support, but Vermillion Dollar Lips also offers a generous marketing package to ensure a practice's success with VDL. The package includes VDL




*Before (top) and After (bottom) Lip Enhancement.  
Photos courtesy of Dr. Gordon.*



*Before (left) and After (right) Lip Enhancement.  
Photos courtesy of Dr. Gordon.*

mailers, brochures, posters, the Vermillion Dollar Lips textbook, as well as options for continued classes or webinars. This is the first program of its kind to offer nearly every aspect necessary to achieve optimal results in a practice.

I created Vermillion Dollar Lips in an effort to allow patients to re-augment and re-establish their natural look while holding to only the highest standards. Too many botched procedures can be seen in the media, marring the image of lip injections. Vermillion Dollar Lips celebrates the amalgamation of science and art in a language that is unique to our work. Lip augmentation and perioral aesthetics are some of the fastest growing areas in dentistry and aesthetic medicine. As people are becoming more interested in facial rejuvenation and minimally invasive procedures, VDL-certified professionals are at the top of the game. The bottom line is women can only get so creative with lip plumpers and liners. Now women at any age can enjoy a fuller, sexier set of lips, designed specifically for them. 

continued his education in a residency program in periodontics, as well as additional oral/surgery training. In addition, Dr. Gordon was accepted to one of the nation's top-ranked art schools: Savannah School of Art and Design, where he was accepted into the master's program of Fine Arts in Painting prior to relocating to Florida. While practicing predominantly in cosmetic dentistry, he became aware of the intimate correlation of cosmetic dentistry and lip and perioral augmentation.

It was this find that led him to author Vermillion Dollar Lips: a groundbreaking textbook that addresses the science and art of lip and perioral augmentation. In addition Dr. Gordon has been featured in several peer review journals. Dr. Gordon's mission is to optimize lip and perioral aesthetics through the advancement of current techniques, dissemination of cutting-edge knowledge and the union of the vast body of practitioners participating in oral/facial augmentation. Visit Dr. Gordon's websites at: [www.yourvdl.com](http://www.yourvdl.com) and [www.robertgordondds.com](http://www.robertgordondds.com).



### About the Author

**Robert W. Gordon, D.D.S.** has a passion for art and facial aesthetics. This passion shines through in his unique approach to lip and perioral augmentation: a direct result of his background in art education. Dr. Gordon lectures often, instructing oral/facial augmenters on his classification, diagnostic and reconstructive lip and perioral augmentation techniques.

Dr. Gordon graduated from Marquette University School of Dentistry in 1997 and





before Grande LASH-MD



three months after Grande LASH-MD



eyebrow before Grande LASH-MD



eyebrow after Grande LASH-MD



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