



## 6WAYS TO DESIGN A FACE

Corrective Jaw Surgery to Optimize Bite,  
Airway, and Facial Balance

Paul Coceancig, BDS, MDS-OMS, MB, ChB, FDSRCS, FRACDS-OMS

Edition: 1st Edition 2021  
pages: 256  
Images: 774  
Cover: Hardcover, 21,59 x 27,94 cm  
ISBN: 978-0-86715-966-0  
Stock No.: 7694  
Published: July 2021

Price  
Subject to changes!

£148.00

### Quintessence Publishing Company, Ltd.

 Grafton Road  
KT3 3AB New Malden, Surrey  
United Kingdom

 +44 (0)20 8949 6087

 +44 (0)20 8336 1484

 [info@quintpub.co.uk](mailto:info@quintpub.co.uk)

 <http://nginx/gbr/en>

## Book information

**Authors:** Paul Coceancig  
**Title:** 6 Ways to Design a Face  
**Subtitle:** Corrective Jaw Surgery to Optimize Bite, Airway, and Facial Balance

### Short text:

In this innovative and paradigm-busting book, the author asserts that almost all bad bites have their origin in a small mandible, what he calls anterior mandibular hypoplasia, or AMHypo, and further claims that surgical management is the only means to correct it. AMHypo arises because of a small anterior tongue, and it leads to dewlap (poor chin-neck contour), dental crowding, impacted third molars, a range of dental malocclusions, and retroglossal tongue displacement into the upper airway. Traditional orthodontics often camouflage the small jaw by extracting "extra" teeth that don't fit and controlling growth with various appliances, effectively leaving the patient in the same medical predicament they were before having their teeth straightened and their occlusion fixed. After all, for every patient with a bad bite, there are three combined, interwoven, inseparable treatment considerations: occlusion, airway, face. In this book, the author outlines the anthropologic underpinnings of the small jaw and then outlines his six surgical methods of designing the face to optimize bite, airway, and facial balance: IMDO, GenioPauly, custom BIMAX, SuperBIMAX, custom PEEK implants, and SARME. IMDO, or intermolar mandibular distraction osteogenesis, is a surgery less invasive than third molar surgery that can expand the mandible by as much as 16.5 mm and effectively bring the tongue forward to eliminate the potential for airway issues down the line, not to mention improve the patient's profile dramatically. The surgeries and protocols in this book will have you rethinking your approach to patient care and asking yourself how you can better care for your patient now AND in the future. The author sees no reason why we should not expect to carry all 32 of our teeth for our adult lifetime in a Class I occlusion and free of crowding or impactions or airway collapse. Do you dare to join him?

### Contents

Introduction  
Chapter 01. Reimagining Orthodontics and Oral Surgery  
Chapter 02. Why Obstructive Sleep Apnea Occurs  
Chapter 03. Deciding on Jaw Surgery  
Chapter 04. The Digital Diagnostic Process  
Chapter 05. What is AMHypo and Why Should Clinicians Understand It?  
Chapter 06. Jaw Correction Procedures  
Chapter 07. Managing the Chin and Jawline  
Chapter 08. Explaining the IMDO Protocol  
Chapter 09. Designing for IMDO and GenioPauly  
Chapter 10. What Patients Can Expect with IMDO Therapy  
Chapter 11. Introducing Custom BIMAX  
Chapter 12. The Remedial BIMAX  
Chapter 13. The SuperBIMAX  
Chapter 14. What Patients Can Expect with BIMAX  
Chapter 15. Creating the Ideal Maxilla  
Chapter 16. Introducing PEEK Implants

**Categories:** Oral/Maxillofacial Surgery