

Cosmetic Plastic Surgery— *Something For Everyone*



HAVE YOU EVER WONDERED who is considering cosmetic plastic surgery other than yourself? Today, cosmetic surgery has never been more widely accepted and performed. Gone forever, are the days when surgery was *only* for the “rich and famous” and women of “later years.” Prospective patients encompass both sexes, all socioeconomic groups, and virtually all ages. People are living longer and enjoying better health. Simply put, many people expect to live full, vigorous lives to 100 years and beyond, but refuse to

age past 35. Indeed, the boom is on and not just for the baby boomers (80 million strong), although they do account for about 40 percent of the cosmetic surgery market.

Recently, the American Society of Plastic Surgeons (ASPS) released statistics for the year 2000 representative of more than 25,000 physicians performing cosmetic surgery in the United States. Americans spent an estimated 7.5 billion dollars on cosmetic surgery this past year. While the number of reconstructive plastic surgery procedures have remained relatively stable in recent

years, the number of cosmetic procedures has more than doubled. Last year, 7.4 million people underwent cosmetic procedures of which 6.3 million were females and 1.1 million were males (14 percent of the total). African-Americans and Hispanic each accounted for 5 percent and Asian-Americans 5 percent. Still, over 80 percent are Caucasian. Of note, non-surgical cosmetic procedures accounted for 77 percent of all cosmetic procedures performed on females.

SAMPLE COSMETIC PATIENTS MIGHT INCLUDE

- Young mother of three requests a breast augmentation and/or lift with a tummy tuck.
- Yoga enthusiast seeks liposculpture of her thighs to look better in tights.
- Middle-aged executive wearing his “resume on his face” wants an eyelid tuck and liposculpture of his “love handles.”
- The parents of an elementary school student request an ear pinning procedure (otoplasty) for his prominent ears.
- 65 year old grandmother seeks facial rejuvenation, longing to “turn back the years.”
- A surfer, feeling self-conscious on the beach wants male breast reduction for his gynecomastia (breast enlargement).
- 32 year old sun-worshipper just started to wrinkle, requests Botox® injections and a chemical peel.

Indeed, many more patients are opting for cosmetic plastic surgery in ever increasing numbers; and there are a number of new trends contributing to this phenomenon.

1. A MORE OPEN AND ACCEPTING SOCIETY

As early as 1959, Pope Pius XII, speaking to the Italian Congress of Plastic Surgeons, saw plastic surgery as being "...at the top of the medical profession for its beneficial work in restoring harmony and propriety to the body and occasionally the spirit." A recent ASPS survey found that 70 percent of people with post-graduate education approved of cosmetic surgery, whereas, 51 percent with no college education approved. 59 percent of females approve and 53 percent of males approve.

2. COSMETIC SURGERY IS NO LONGER LIMITED TO THE "RICH AND FAMOUS."

This type of surgery is much more readily accessible to low- to moderate-socioeconomic groups with many affordable financing plans from banks, credit unions, credit cards, and home equity loans.

Approximately two-thirds of cosmetic patients have family incomes less than \$50,000 per year.

A recent San Francisco study of prospective facelift patients revealed the desire for a facelift was so strong that the majority of respondents indicated if they were "handed" \$10,000, they would prefer to spend it on the surgery rather than on a vacation of their dreams.

3. INCREASED NUMBERS OF COSMETIC "SURGEONS" AND SAFER SURGICAL FACILITIES

As the demand for cosmetic procedures increase, so do the number of cosmetic health providers willing to accommodate them. The *gold standard* in cosmetic plastic surgery is certification by the American Board of Plastic Surgery, which requires successful completion of at least five years of surgical training. Being in practice for a defined period of time. Then the surgeons must take a series of test prior to board certification. There are approximately 5,000 plastic surgeons



TOP 5 FEMALE COSMETIC SURGERY PROCEDURES



TOP 5 MALE COSMETIC SURGERY PROCEDURES



in this category in the United States. However, many other physicians from other fields of surgical training and many non-surgically trained ones are anxious to enter the cosmetic surgery field. It has been estimated there are anywhere from 25,000 to 50,000 cos-

metic "surgeons" performing these procedures in the United States. Concurrently, more operating suites suitable for this surgery have been built in hospitals, outpatient surgical centers, doctors offices, and medical spas. These facilities are coming under

increasing scrutiny and undergoing standardization by both state and federal accreditation agencies. The “surgeons” are being increasingly monitored by governmental agencies and professional societies, all of which has created a safer operating environment for performing elective cosmetic procedures.

Moreover, there have been many significant advances in the field of anesthesia, better trained anesthesiologists using shorter acting anesthetic agents and with fewer side effects and better monitoring equipment, thereby significantly reducing the risk of complications in the outpatient cosmetic surgery environment.

4. MULTIPLE PROCEDURES AND REPEAT SURGERY PATIENTS

With the growing interest in cosmetic surgery, busy lifestyles, and safer anesthesia and better accredited operating suites; many patients are opting for elective cosmetic surgery at the same time as scheduled medically necessary surgeries such as hysterectomy or hernia repair. For instance, a woman may request a simultaneous breast reduction or augmentation and tummy tuck at the same time as undergoing a hysterectomy. Likewise, a patient with an active personal and business life frequently requests multiple simultaneous cosmetic procedures such as facelifts, browlift, eyelid tuck, laser resurfacing of wrinkles and perhaps a body contouring procedure such as liposuction all at the same time to avoid multiple recovery periods and return to their busy lifestyle as soon as possible. Take into consideration that it frequently is more cost effective to combine procedures in a safe operating environment rather than perform each procedure separately and at different times.

Forty three percent of cosmetic patients had multiple procedures performed at the same time and 25 percent are repeat patients seeking addi-

tional procedures at a later time.

5. INCREASE IN MALE PATIENTS

Men are requesting this surgery in ever increasing numbers to preserve a youthful look, maintain a professional edge, improve a physical feature that has bothered them or to achieve a physique that has eluded them by diet and exercise alone. More than one million men underwent cosmetic surgery last year or 14 percent of all patients. This represents a greater than 80 percent increase for men from 1992.

6. YOUNGER AND OLDER PATIENTS

Historically, the age group undergoing the most cosmetic surgery is the 35-50-year-old making up approximately 41 percent of all patients. Increasingly, older adults are opting for cosmetic surgery hoping to “look as good as the feel.” Seniors 65 and older comprise one of the fastest growing segments seeking this surgery. In 1998, they underwent 90,911 cosmetic procedures amounting to a 113 percent increase from 1996. The 51- to 64-year-old group accounted for 25 percent of all surgery representing a 47 percent increase from 1996 to 1998.

Perhaps even more interesting and controversial is the growing interest in cosmetic procedures by teenagers 18 and younger. In 1998, this group of patients underwent 1,645 liposuction procedures and 1,840 breast augmentations.

7. NON-INVASIVE MAINTENANCE PROCEDURES AND EARLY SURGERY

On one hand, patients are seeking out many smaller and non-invasive procedures earlier in life with an eye to preventive maintenance, delay the aging process, and, thus, delay more major surgical procedures until later in life. Of note, non-surgical procedures accounted for 77 percent of all cosmetic procedures on females. In the year 2000, for instance, the number of chemical peels was 1,149,000; micro dermabrasion 868,000; Botox® wrinkle injections 786,807; laser hair re-

moval 740,000; and vein sclerotherapy injections 850,000.

Just recently, women are starting to demonstrate an interest in the BRAVA7 non-surgical breast enlargement system that has recently become available. This is an external suction-cup device leading to modest breast enhancement without the need for implants or placing scars on the patients’ breast. Women who are particularly concerned about the potential harmful effects of silicone implants are particularly attracted to this system.

On the other hand, many patients are presenting for more major invasive cosmetic surgical procedures earlier in life so as not to “waste” 10 to 20 years of physical attractiveness before presenting in mid to later life, as was the norm in bygone years.

8. INCREASED DEMAND FROM OBESE PATIENTS FOR BODY CONTOURING SURGERY

There is an obesity epidemic in America with an associated alarming increase in the incidence of cardiovascular disease, degenerative joint arthritis, adult-onset diabetes, etc. Our federal government reports that over 55 percent of adults are overweight and 4 million Americans are morbidly obese. Even more alarming is the fact that one-third of all children are overweight or at an immediate risk for being so.

The number of bariatric (obesity) surgical procedures performed in 2000 was approximately 40,000 cases, twice the number performed in 1995. Shedding large amounts of weight (in many cases more than 100 pounds) is only half the battle. Without subsequent body contouring procedures such as abdominoplasty, arm and thigh lifts, these patients have great difficulty wearing clothes and/or participating in normal physical activities and exercise, which is much needed.

For the mild to moderately overweight patient, liposuction is often a satisfactory solution. For the morbidly

obese patient, major invasive surgical body contouring procedures are generally required.

9. HIGH TECH DEVELOPMENT

Recent and ongoing major technological advances in medical equipment have facilitated better results in cosmetic surgery. For example, computerized lasers have dramatically improved the results of laser resurfacing for wrinkles and acne scars and dramatically reduced the treatment time. Endoscopic (fiber-optic) surgical instruments have led to minimally invasive surgery with shorter scars. Improved medical-grade Cosmeceuticals, for instance, topical antioxidants, has led to superior skin care re-sults. Digital photography has

led to improved quality and storage of patient photographs.

10. COMPREHENSIVE MULTI-SPECIALTY TEAM APPROACH

Perhaps the most significant trend has been that of utilizing multiple specialists from affiliated healthcare fields to help each cosmetic patient be the "best they can possibly be."

In addition to the plastic surgeon, members of such a team might well include an anti-aging physician, alternative medicine practitioner, fitness trainer, nutritionist, medical aesthetician, make-up/fashion consultant, permanent make-up artist, cosmetic dentist, and image consultant or behavioral psychologist.

See, you are not alone! If you have been thinking of cosmetic surgery, are

highly self-motivated, confident, and have realistic goals and expectations, it might be time for you to take the next step.

Dr. Stuart B. Kincaid is a Cosmetic Plastic Surgeon certified by the American Board of Plastic Surgery since 1985. He is a member of the American Society of Plastic Surgeons and The American Society of Aesthetic Plastic Surgery.

His medical studies were done at Duke University, Harvard University, University of California, San Francisco and Stanford University.

Dr. Kincaid is presently in private practice in San Diego and Temecula. He can be reached in San Diego at 858-450-4199 and Temecula at 909-695-9934 or call 866-BEST IMAGE (237-8462). www.skincaidmd.com