

NATIONALLY RECOGNIZED COSMETIC SURGERY EXPERT COMMENTS ON NEW ASAPS SURVEY RESULTS

Data from the American Society for Aesthetic Plastic Surgery (ASAPS) indicates that cosmetic surgery procedures now account for 77% of all surveyed physicians' business

April 3, 2018, ATLANTA, GEORGIA – Nationally recognized cosmetic surgery expert and President and Founder of The Informed Choice consultancy, Carol M. Martin, commented today on the results of more than two decades of data collection from board-certified plastic surgeons. The data, a survey performed by the American Society for Aesthetic Plastic Surgery, indicates that many modern cosmetic procedures are on the rise.

"This study – the first using data exclusively from board-certified plastic surgeons – contradicts popular belief and the mainstream media's depiction that many cosmetic surgery procedures previously believed to be on the decline or leveling out. In fact they are actually increasing in popularity," Martin stated. "Even with all the advances in less invasive procedures, special devices, and dermal fillers available today, there are still problems that only a scalpel can correct."

Select results of the survey show that over the past five years:

- Facelifts performed in the U.S. increased 21.8%
- Breast lifts increased 57.5%
- Eyelid surgery (Blepharoplasty) increased 33.5%
- Liposuction increased 58.0%
- Upper arm lifts increased 59.1%

While the increased popularity in these procedures has led to more advances and options, Martin knows through personal experience and years of study there is a downside. "Anyone with a medical license can take a course in fat injections, liposuction, and other procedures and call themselves a cosmetic surgeon," she noted. "This hardly makes them an expert or provides the expertise necessary to perform such procedures successfully. Buyers should beware – they must exercise diligence in selecting the best physician for each procedure," she cautioned.

ABOUT THE INFORMED CHOICE:

The Informed Choice, established in 1994 in Atlanta, Georgia, provides personalized cosmetic surgery and beauty consulting services to men and women. President and Founder, Carol M. Martin, has spent countless hours interviewing surgeons, physicians, dermatologists, and patients. Her company empowers people by providing honest, in-depth, and unbiased information about what to consider before making the choice to undergo a surgical procedure. For more information, click www.theinformedchoice.com.



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