

Look Good, Feel Good

by Kevin Benefield

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A According to the largest national survey to date by the American Society for Aesthetic Plastic Surgery (ASAPS), nearly 6.9 million cosmetic surgical and nonsurgical procedures were performed last year in the United States. This number, while representing only a one percent increase in the number of surgical procedures and a decrease in the number of nonsurgical procedures from 2001, still demonstrates the incredible popularity of cosmetic surgery in America. In fact, since 1997 the overall number cosmetic procedures have increased a whopping 228 percent. "Last year's increase of surgical procedures, while small, speaks to people's strong motivation for making positive changes in their lives – despite worries about the economy and world tensions," says ASAPS president Franklin DiSpaltro.

surgery and botulinum toxin injection (Botox) the most popular nonsurgical treatment. Overall, the top five cosmetic surgery procedures were liposuction, breast augmentation, eyelid surgery, rhinoplasty (nose reshaping) and breast reduction. The five most popular nonsurgical procedures were Botox, microdermabrasion, collagen injection, laser hair removal and chemical peels. Botox injections continued to rank first among all cosmetic procedures, increasing a modest four percent since 2001 but more than 2,400 percent since 1997.

While the numbers certainly speak to the growing desire of many Americans to turn back time, the incredible growth rate of cosmetic surgeries may well have just as much to do with the wide range of improvements that are making many procedures safer, simpler and more cost effective and allowing plastic surgeons and cosmetic dentists to tailor their work to patients' specific needs.

By far, the greatest number of procedures were performed on men and women ages 35 to 50 with lipoplasty (liposuction) being the most popular

Cosmetic Surgery Costs

The prices listed are averages for several popular cosmetic procedures. Prices vary from doctor to doctor, so use these as a guide to estimating the cost of certain procedures. Schedule a consultation with your physician or dentist to determine the exact cost in order to achieve the results you desire.

Face Lift,
\$5500 - \$20000

Midface Lift, \$7000

Band-Aid or Mini-Lift,
\$3,000 - \$6000

Photofacial, \$195

Microdermabrasion,
\$50 - \$100

Botox,
\$200 - \$1000

Brow Lift, \$3000

Cheek Lift, \$2500

Rhinoplasty, \$4000- \$9000

Veneers/Crowns
\$900 - \$1100 per tooth

ZOOM Bleaching, \$500



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Cosmetic Surgery Costs

HARD TAIL CROPPEED TANK,
\$26, AT SANDPIPER;
HARD TAIL YOGA PANT, \$53,
AT BODY CENTRAL.

Breast Augmentation
\$4250 - \$4500

Liposuction
\$3150 - 5000

Sclerotherapy
\$400/session

**Abdominoplasty
(Tummy Tuck)**
\$6000

**Gluteal
Augmentation**
\$6000