

# THE WALL STREET JOURNAL.

AN INDEPENDENT SUPPLEMENT FROM MEDIAPLANET IN THE WALL STREET JOURNAL

No.1/December 2010

**MEDIA  
PLANET**

## PLASTIC SURGERY

NEWS

**Question:** Can optimal results be achieved via non-invasive surgical procedures?

**Answer:** Thanks to recent breakthroughs, there are myriad safe and effective solutions to improve your appearance and self-esteem without major surgery.

### Non-invasive procedures now on the rise

**Eight years ago, New Jersey resident Evan Camp underwent liposuction in a hospital to remove excess fat on his hips that, despite years of rigorous workouts, wouldn't disappear. In addition to pain and bruising, Camp was required to wear a girdle for two weeks.**

Fast forward to today and Camp could opt for a less invasive way to lose the love handles. "I love the idea of non-invasive," said Camp who admitted he might consider a less invasive procedure. "I can reduce the risk of infections from the hospital, save money and even get work done while getting the treatments."

He's not alone. More and more people are opting for ways to improve their appearance—many seeking avenues that don't involve a scalpel.

Almost 10 million cosmetic surgical and nonsurgical procedures were performed in the United States in 2009, according to statistics released by the American Society for Aesthetic

Plastic Surgery. The organization says the overall number of cosmetic procedures has increased 147 percent since the tracking of the statistics first began in 1997.

#### Growth comes from new solutions

The real growth is coming from minimally-invasive procedures which soared 99 percent since 2000, according to statistics from the American Society of Plastic Surgeons.

"The current economic climate will likely not have an impact on long-term growth. The largest contributor to the increase in procedures over the past decade has been the advent of injectable wrinkle fighters and other minimally-invasive procedures," said ASPS President Michael McGuire, M.D.

The procedures that don't require going under the knife range from the well-known botox to cutting-edge technology using lasers to sculpt the desired physique. There are one-hour facelifts, breast augmentations under sedation and even nonsurgical rhino-

plasty. One option Camp is considering is the recently FDA-approved Zerona which uses lasers to reduce fat cells resulting in an average off of three to four inches following a series of sessions. A qualified cosmetic surgeon is the best resource to learn about today's options.

#### Future vision

Mitchell Chasin, M.D., director for Reflections and Body in New Jersey is tracking what the future holds such as needles to deliver radio frequency under the skin, laser liposuction to dermarm sweating, about aesthetic devices that can be used

Taking the fear out of cosmetic procedures is the goal of more wealthy. Data from a survey conducted last March on behalf of America's interest in cosmetic procedures is showing w

increase of 15 percent) opting to have "work done" if money was not an issue in the most recent poll versus a similar poll completed at the end of 2009.

Eyelid surgery was the top procedure for those planning to have a cosmetic surgical procedure within the next 12 months (27 percent). Laser hair removal was the top procedure for



#### QUESTION & ANSWER

##### How is body contouring different from liposuction?

→ The new non-invasive body contouring devices recently approved by the FDA, are different from liposuction because they require no incisions, there is no downtime and there is no need for anesthesia. These procedures offer a non-invasive alternative for the patient who does not want to undergo surgery, but wants to slim down by reducing the fat in areas such as their waist, hips and thighs. Non-invasive body contouring procedures are not a replacement for liposuction however, where a patient is looking for reduction in a specific location or is looking for more dramatic results.

##### Is body contouring the best weight-loss option?

#### Future vision

Mitchell Chasin, M.D. and medical director for Reflections Center for Skin and Body in New Jersey is tracking what the future holds such as needles to deliver radio frequency energy under the skin as well as using laser liposuction to treat excessive underarm sweating. There's also a buzz about aesthetic devices being developed that can be used at home.