

New You Magazine to Promote Cosmetic Surgery, AACS

When New You Magazine launches in December 2010, says editor J.P. Faber, its mission will be to promote the practice of cosmetic surgery “so that people who are thinking about it today will take action tomorrow.”

Among other things, says Faber, the magazine will seek to answer the most pressing questions in the minds of potential clients.

“For every person who has undergone a cosmetic procedure, there are at least two more people who would like to,” says Faber. “Our job is to overcome their barriers to making that decision.”

According to Synovate, Inc.’s research, some of the main concerns that potential clients have are exorbitant cost, fear of looking unnatural, fear of a poor outcome and fear of pain.

“We are going to educate the public about cosmetic surgery so that they will feel informed and comfortable enough to make a decision. Our goal is to remove the most common fears surrounding cosmetic surgery – as well as making it more attractive. All we have to do to accomplish this is to show the work of AACS doctors.”

In order to spread the word more effectively, New You Magazine seeks the submission of ideas from AACS members across the country.

“We are looking for ideas and cases, before and after pictures, and other real stories that reveal the true effectiveness of cosmetic surgery,” says Faber. “We welcome submissions from any AACS member. We also welcome submissions from their public relations firms.”

Any AACS physician members who would like to submit ideas and/or actual cases can reach Faber via email: jpfaber@newyoumag.com.

New You Magazine is the official consumer magazine of the AACS, and will be available, free of charge, to all Academy members for placement in their waiting rooms. It will also be available on newsstands for the general public. Go to www.newyoumag.com for a sneak preview.