

Contact: Jeff Karzen
312.981.6763
jkarzen@cosmeticsurgery.org

Society more open than ever about cosmetic surgery

Consumer survey results indicate 'having work done' not taboo anymore

CHICAGO (Jan. 28, 2010) – Cosmetic surgery is everywhere these days: TV, magazines, Internet and more. And according to new data, society is indeed more comfortable talking about cosmetic surgery than ever before.

In a survey released today by the American Academy of Cosmetic Surgery, 71 percent of respondents think society is less judgmental about cosmetic surgery than it was just five years ago. Furthermore, about 62 percent said society's attitude toward cosmetic surgery made them feel more comfortable about getting a procedure.

“This is a confirmation of what many of us have felt for a long time – that cosmetic surgery has become mainstream,” said Dr. Mark Berman, AACS President-Elect. “A variety of factors have contributed to the normalization of our industry, but the bottom line is that people are not afraid to talk openly about cosmetic surgery anymore.”

According to the survey, the most accepted invasive procedures are breast augmentation (42.4%), facelift (32.2%) and tummy tuck (32.1%). Among non-invasive procedures, the most accepted are laser hair removal (61.9%) and Botox (61.6%). Additionally, 52 percent of respondents said they would tell family about having invasive cosmetic surgery.

About 20 percent said they would consider getting cosmetic surgery in the future, while about 22 percent were unsure if they would. Respondents under the age of 40 were nearly twice as likely to consider having a procedure in the future.

“It's been a long road but thanks to the hard work of so many, cosmetic surgery is rightfully gaining acceptance in our society,” said Dr. Patrick McMenam, AACS President. “We've reached a point where people are no longer quiet about having a cosmetic procedure and that is important to all of us.”

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The American Academy of Cosmetic Surgery is a professional medical society whose members are dedicated to patient safety and physician education in cosmetic surgery. Most members of the AACS are dermatologic surgeons, facial plastic surgeons, head and neck surgeons, general surgeons, oral and maxillofacial surgeons, plastic surgeons – all of whom specialize in cosmetic surgery. AACS is an organization that represents all cosmetic surgeons in the American Medical Association through its seat in the AMA House of Delegates.