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## **Baby boomers keep cosmetic procedures on the rise**

*Facelifts, eyelid lifts among anti-aging surgeries up in 2009*

CHICAGO (April 13, 2010) – The baby boomer generation may be well into their 50s and 60s, but that doesn't mean they're ready to concede their looks just yet. In fact, many "boomers" are determined to maintain their once-youthful appearance.

According to a recent survey by the American Academy of Cosmetic Surgery, anti-aging procedures such as facelifts and blepharoplasty (eyelid lifts) are on the rise. So are botox and fillers. The bottom line is that baby boomers are aging but they don't want their looks to do the same.

"The baby boomers are getting older but they still feel young and they want to look that way too," said AACS President Mark Berman, MD. "With anti-aging procedures, people tend to feel much better about themselves afterward."

Facelifts rose 44 percent from 2008 to 2009 in procedures by AACS members, totaling 34,455 in '09. Blepharoplasty procedures went up 42 percent, from 42,602 to 60,507. Similarly, non-invasive anti-aging procedures such as Botox (up 157 percent) and fillers (up 245 percent) rose exponentially.

In procedures performed by AACS members, the average age of facelift patients is 54.1 years. The average age for blepharoplasty is 52.3 years. In addition, the average age of patients receiving Botox is 46.6 and fillers is 46.8.

"I think this might come as a surprise to the public when they see just how many baby boomers are trying to slow down the aging process," Berman said. "As a surgeon, these numbers aren't surprising because we see older patients all the time."

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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.*