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## **'Tis the season for gifting cosmetic surgery**

*However, discuss procedure with recipient beforehand*

CHICAGO (Dec. 1, 2009) – Maybe you've received eye-opening holiday gifts in the past such as new electronics, an exciting vacation or that car you have always craved. The gift of cosmetic surgery is not a new phenomenon, but many are going that route this holiday season as husbands and wives yearn for that perfect present to their loved one.

"It's the season of giving and cosmetic surgery can fit into that category just as easily as some of the more traditional gifts out there," said Dr. Patrick McMenam, MD, President of the American Academy of Cosmetic Surgery. "What better way to ring in the New Year than to get that procedure that you've always wanted? And if it's a present to or from a loved one, that makes it all the better."

According to a consumer survey by the American Academy of Cosmetic Surgery, 46 percent of consumers say they would forego an expensive vacation or luxury car to pay for cosmetic surgery.

Surgery gift-giving does take some planning, as the procedures are often done before Christmas, so patients are either recovering or showing off their improved looks in time for their holiday gatherings. But make sure this is something you talk over with the surgery recipient beforehand, because surprising someone with cosmetic surgery is not recommended.

"There are a large number of people who really want cosmetic surgery, and they just need that little nudge or incentive to get it done," said Dr. Mark Berman, AACS President-Elect. "Well, if you're that spouse or significant other, just make sure you've discussed the idea in the past so it doesn't come as a surprise."

For information on choosing a cosmetic surgeon and other important questions to ask a doctor before having a procedure can be found on the AACS website, [www.cosmeticsurgery.org](http://www.cosmeticsurgery.org). There's a surgeon finder on the website to help consumers make a well-informed decision on picking a qualified cosmetic surgeon.

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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 or ocular 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.*