

FATHER'S DAY FACELIFT?

Why facelifts and other cosmetic procedures for men are increasing

American Society of Plastic Surgeons
June 2011

Produced by: MediaSource www.mediasourcetv.com	Audio: Channel 1 - Reporter VO Channel 2 - Nats / Bites
Package Length: 1:49	Content provided by: American Society of Plastic Surgeons

B-ROLL and SOUND BITES -- Including broadcast quality video: <http://bit.ly/hBKOIY>

SUGGESTED TEASE	A FATHER'S DAY FACELIFT? IT'S NOT AS UNCOMMON AS YOU MIGHT THINK. WHY MORE MEN ARE HAVING COSMETIC SURGERY, NEXT.
ANCHOR LEAD	A FATHER'S DAY FACELIFT MIGHT SEEM LIKE A STRETCH. BUT YOU MAY BE SURPRISED HOW MANY MEN ARE NOW HAVING COSMETIC SURGERY. AND IT'S NOT JUST FOR CELEBRITIES ANYMORE. CLARK POWELL REPORTS ON WHY MORE AND MORE "AVERAGE GUYS" ARE GOING UNDER THE KNIFE TO LOOK AND FEEL BETTER. CLARK POWELL REPORTS.
	(Nats - Joe working) :02
CG: Courtesy: American Society of Plastic Surgeons Shots of Joe on computer, hiking, stills of travel Shots of Joe fishing in Costa Rica	WHETHER HE IS WORKING ON A PROJECT FOR HIS JOB, HIKING WITH HIS GIRLFRIEND OR TRAVELING THE WORLD, JOE MAREK DOES IT WITH VIGOR. HE'S AN AVID SPORTSMAN AND ATHLETE WHO RECENTLY NOTICED HE WASN'T QUITE LOOKING... HOW HE WAS FEELING. :14
CG: Joe Marek Had a face lift :15 - :23	"I didn't feel that old, I felt young. You know, I was working out, I was pretty active and I kind of wanted to look like I felt inside." :09
Shots of Dr. Baker raising exam table Shots of Dr. Baker examining Joe (Graphic): <u>Cosmetic Procedures in Men</u> Number of procedures up from previous year -Liposuction up 7% -Botox injections up 9% -Facelifts up 14% Shots of exam	THAT'S WHEN JOE WENT TO SEE PLASTIC SURGEON DOCTOR STEPHEN BAKER AND DID SOMETHING AVERAGE JOES RARELY DID IN THE PAST... HE GOT A FACELIFT. AND JOE'S NOT ALONE. NEW NUMBERS FROM THE AMERICAN SOCIETY OF PLASTIC SURGEONS SHOW THAT IN 2010 THE NUMBER OF COSMETIC PROCEDURES IN MEN WERE UP OVER THE PREVIOUS YEAR. LIPOSUCTION IS UP 7% IN MEN, BOTOX INJECTIONS ARE UP 9%. BUT ONE OF THE BIGGEST JUMPS CAME IN FACE LIFTS - WHICH ARE UP 14% OVER THE PREVIOUS YEAR. AND EVEN MORE SURPRISING... THERE SEEMS TO BE A NEW FACE TO THIS FACE LIFT BOOM. :36

<p>CG: Stephen Baker, MD American Society of Plastic Surgeons 1:00 - 1:09</p>	<p>“Most of my patients now are men’s men. I mean, they’re the kind of people that I would look at and say, well, if he did it, I can do it. You know, they’re not what maybe you would have thought of 15 year ago.” :11</p>
<p>Shots of surgery</p>	<p>BAKER SAYS BABY BOOMERS ARE DRIVING NUMBERS UP. MILLIONS ARE NOW REACHING RETIREMENT AGE, AND, WITH THE ECONOMY STABILIZING, THEY’RE SPLURGING. :10</p>
<p>Dr. Baker (CG’d earlier)</p>	<p>“They want to look good and they want to look good now, so when they have the financial means to do it, I think they do do it, and I think it does reflect a little bit of an up tick in the economy.” :09</p>
<p>Shots of Joe and Norma hiking Pan from Norma to Joe</p>	<p>JOE’S GIRLFRIEND NORMA SAYS IT WAS A GOOD INVESTMENT - BECAUSE NOT ONLY DID JOE’S LOOKS CHANGE... HIS OUTLOOK DID TOO. :08</p>
<p>CG: Norma Nouvet Joe’s girlfriend</p>	<p>“He feels much better. I believe he’s in touch with his inner child! He’s a lot more fun. He’s even <i>more</i> outgoing!” :10</p>
<p>Shots of Joe and Norma walking down pier</p>	<p>IN WASHINGTON, D.C., THIS IS CLARK POWELL REPORTING. :03</p>
<p>ANCHOR TAG</p>	<p>IF YOU ARE CONSIDERING A COSMETIC PROCEDURE, EXPERTS SAY DO YOUR HOMEWORK, TALK TO SEVERAL DOCTORS WHO ARE BOARD CERTIFIED IN PLASTIC SURGERY - AND TALK TO THEIR PATIENTS, TOO!</p>
<p>VIEWER INFORMATION</p>	<p>YOU CAN LEARN ABOUT OTHER TRENDS IN COSMETIC SURGERY AND FIND A PLASTIC SURGEON IN THIS AREA, BY GOING TO THE AMERICAN SOCIETY OF PLASTIC SURGEONS WEBSITE AT www.plasticsurgery.org</p>
<p>Reference -</p>	<p><i>*Report of the 2010 Plastic Surgery Statistics The American Society of Plastic Surgeons, March 2010.</i></p>
	<p style="text-align: center;">Extra Bites</p>
<p>CG: Stephen Baker, MD American Society of Plastic Surgeons</p>	<p>“Public exposure on television has maybe dropped the barrier a little bit for the everyday person to do it. It’s no longer a procedure of a celebrity or a CEO, but something that anybody could get done.” :11</p> <p>“I think plastic surgeons are careful to maybe under do it a little bit in men, you don’t want a real pulled, tight look like maybe some women would like, but you want to look your age, you just want to look more rested.” :11</p> <p>“You don’t want your friends to say ‘Who was your plastic surgeon?’ You want them to ask ‘Where were you on vacation? You look really relaxed. Boy, your life really looks like its going well now.’” :09</p>

<p>CG: Stephen Baker, MD American Society of Plastic Surgeons</p>	<p>“If you look for the American Society of Plastics Surgeons seal and it’s specifically - you see American Society of Plastic Surgeons - that automatically guarantees 5 years in practice, board certification in the specialty of plastic and reconstructive surgery, and peer reviewed quality and ethics.” :19</p>
	<p>Extra Bites - Celebrity Angle</p>
<p>CG: Stephen Baker, MD American Society of Plastic Surgeons</p>	<p>“Probably the ones that have good results are the ones that <i>don’t</i> come to mind. Because, getting back to what I said, you don’t want to know who their surgeon was, you want to know where they went on vacations.” :12</p> <p>“You know, the Carrot Tops and the Kenny Rogers grab your eye. But, has Brad Pitt had plastic surgery? I don’t know. Has George Clooney? I don’t know. If they did, it looks good. You know, I’m not saying they need it, but maybe the good results are the ones that you <i>don’t</i> know about.” :14</p>
<p>CG: Joe Marek Had a face lift</p>	<p>“It ended up being a full face lift, upper and lower eye lids and he did what’s called a tip-plasty on my nose where he just removed some of the excess fat from my nose.” :14</p> <p>“She was very supportive. She said ‘Yeah, I think it would be great!’ You know, she was all for it. She made suggestions - ‘Yeah, yeah, yeah, your eyes are.. You do look a little tired... That would.. Yeah, that would really help out!’ you know.” :13</p>
<p>CG: Norma Nouvet Joe’s girlfriend</p>	<p>“I’m all for it, if anyone would like to have that done and they feel they have that lifestyle - they’re not ready to sit on the rocking chair.. Absolutely!” Go and do it!” :12</p> <p>“Well, I have noticed that when we go to the super market, the ladies kind of walk toward him a little bit more now. And he doesn’t even notice, but I notice.” :10</p>
<p>Producers:</p>	<p>Extra b-roll is included on this tape. To download scripts, video and support material visit us at: http://bit.ly/hBK0IY</p>

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