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HOW FAR WOULD YOU GO TO LOOK GREAT IN A SWIMSUIT? SURVEY SHOWS MOMS READY TO RECLAIM PRE-BABY BODIES

ARLINGTON HEIGHTS, Ill., May 27, 2011 – Memorial Day weekend marks the start of summer fun for many -- meaning it is officially swimsuit season. Statistics show that an increasing number of women are using more than diet and exercise to get back into their bikinis.

A survey from the American Society of Plastic Surgeons (ASPS) shows that if cost were not an issue, 62 percent of mothers said that they would consider a “mommy makeover” that includes procedures such as a tummy tuck, breast augmentation and/or breast lift.*

According to ASPS statistics, the number of women getting “mommy makeover” procedures is on the rise. Women had nearly 112,000 tummy tucks in 2010, up 85 percent since 2000; 90,000 breast lifts, up 70 percent since 2000; and 296,000 breast augmentations, up 39 percent since 2000.

“In the last decade we’ve seen women’s attitudes about cosmetic surgery change. Today women are not afraid to admit that they love their children, but they wish their bodies looked the way they did before their first pregnancies. And they’re not afraid to acknowledge that they may need a little help beyond a healthy diet and exercise,” said ASPS President Phillip Haeck, MD.

Another trend that ASPS Member Surgeons are noticing is that the type of patient seeking plastic surgery is younger than a decade ago. “In the past we saw a lot of women in their 50s getting these types of procedures. But today we are seeing young mothers in their 30s coming in for procedures such as tummy tucks and breast lifts. They don't want to wait years to reestablish how they used to look. They want their pre-baby bodies back now,” said Dr. Haeck.

The promise of getting her body back is what led 38-year-old Dana Van Gray to undergo surgery for a tummy tuck and breast augmentation just one year after having her last child.

“I didn’t like my stomach. I started noticing a muffin top and I thought - why wait? I’m young, I’m healthy and I want to look good now,” Van Gray said.

“More and more patients like Dana are coming in today because women now openly talk about having these procedures. It’s more accepted than it was ten years ago,” said Van Gray’s plastic surgeon, Allen Rosen, MD, an ASPS Member Surgeon in Montclair, New Jersey.

“The techniques and the technologies are to the point where we can do these procedures in an outpatient setting in a very safe and effective fashion, minimizing the amount of downtime and pain. This appeals to our patients,” said Dr. Rosen.

Van Gray says that her new and improved body not only enhanced her looks, but also her attitude.

“I feel good so I can be a better mom to my kids,” Van Gray said.

If you are considering a “mommy makeover” the ASPS has these tips:

- Wait at least six months to one year after having your last child to undergo “mommy makeover” procedures
- Be specific about your post-baby body goals so that your surgeon can recommend the most appropriate procedures
- To optimize the final outcome, if you are trying to lose weight, do so before undergoing “mommy makeover” procedures
- Find a surgeon who is board certified in plastic surgery
- Ask to see before and after photos of your plastic surgeon’s recent work

For more statistics on trends in plastic surgery, visit the ASPS Report of the 2010 Plastic Surgery Statistics at <http://www.plasticsurgery.org/Media/Statistics.html>. Visitors can also find information about procedures and referrals to ASPS Member Surgeons at www.plasticsurgery.org.

The American Society of Plastic Surgeons is the largest organization of board-certified plastic surgeons in the world. Representing more than 7,000 physician members, the Society is recognized as a leading authority and information source on cosmetic and reconstructive plastic surgery. ASPS comprises more than 94 percent of all board-certified plastic surgeons in the United States. Founded in 1931, the Society represents physicians certified by The American Board of Plastic Surgery or The Royal College of Physicians and Surgeons of Canada.

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*The “mommy makeover” survey was conducted online with a random sample of 1,085 mothers, aged 18+, carefully selected to match US population demographics. The survey was conducted by Impulse Research for ASPS in April, 2011.