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CHIN SURGERY SKYROCKETS AMONG WOMEN AND MEN IN ALL AGE GROUPS

New ASPS Statistics Show “Chinplants” Are Fastest Growing Procedure

ARLINGTON HEIGHTS, Ill., April 16, 2012 – New statistics released today by the [American Society of Plastic Surgeons](#) (ASPS) show that [chin augmentation](#) is the fastest growing plastic surgery trend among all major demographics -- a phenomenon which appears, in part, to be sparked by increased usage of video chat technology, an aging baby boomer population and a desire for success in the workplace.

Chin augmentation grew more than breast augmentation, Botox® and liposuction combined in 2011. The procedure skyrocketed in both women and men, as well as in all patients over the age of 20, with the largest increase seen in patients age 40 or older.

Chin Augmentation By The Numbers:

Category	# of Procedures in 2011	% Change 2011 vs. 2010
Overall	20,680	71% increase
Women	10,087	66% increase
Men	10,593	76% increase
20-29 years	2,750	68% increase
30-39 years	2,587	69% increase
40-54 years	5,075	77% increase
55 and over	8,459	70% increase

“The chin and jawline are among the first areas to show signs of aging. People are considering chin augmentation as a way to restore their youthful look just like a facelift or eyelid surgery,” said ASPS President Malcolm Z. Roth, MD. “We also know that as more people see themselves

on video chat technology, they may notice that their jawline is not as sharp as they want it to be. Chin implants can make a dramatic difference.”

As a manager for a major software company, Lizette Stephens often finds herself face-to-face with people all over the world. And while she loves how technology keeps her in touch, she didn't always like how it made her look.

“I do a lot of video chats and I'm in a lot of photos and noticed that my double chin was very pronounced. It really, really bothered me. I wanted to do something about it to get a more profound profile and more definition in my chin area,” said Stephens.

Stephens received a chin implant from Darrick Antell, MD, an ASPS Member Surgeon based in New York City. Dr. Antell, who has studied the profiles of many CEOs, said, “We know that CEOs tend to be tall, attractive, good-looking people. We now know that these people also tend to have a stronger chin. As a result, people subconsciously associate a stronger chin with more authority, self-confidence and trustworthiness.”

Factors like wanting a competitive advantage in the workforce may lead people to consider a variety of cosmetic facial procedures. The following are additional cosmetic procedures that saw an increase in popularity in 2011:

- **Lip augmentation:** 49% increase
- **Cheek implant:** 47% increase
- **Laser skin resurfacing:** 9% increase
- **Soft tissue fillers:** 7% increase
- **Facelift:** 5% increase

For more statistics released today on trends in plastic surgery including gender, age, regional, national average fees, and other breakouts, view the ASPS 2011 National Clearinghouse of Plastic Surgery Procedural Statistics report at <http://www.plasticsurgery.org/News-and-Resources/2011-Statistics-.html>. (Stats on this site will be updated with the specific demographics and trends when embargo lifts on 4/16/12). Visitors can also find information about procedures and referrals to ASPS Member Surgeons.

To talk live with a board-certified plastic surgeon about chin augmentation, join ASPS Member Surgeon Andrew Trussler, MD, for a video chat at <http://www.realself.com/chins> on Wednesday, April 18 at 8:15 p.m. EST.

About ASPS:

The American Society of Plastic Surgeons (ASPS) is the world's largest organization of board-certified plastic surgeons. Representing more than 7,000 Member Surgeons, the Society is recognized as a leading authority and information source on aesthetic 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. ASPS advances quality care to plastic surgery patients by encouraging high standards of training,

ethics, physician practice and research in plastic surgery. For more information, please visit www.plasticsurgery.org.

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