

CHINS ARE IN AS HOTTEST TREND IN PLASTIC SURGERY

“Chinplants” surge more than breast implants, Botox® & liposuction combined

- NOTE: EMBARGOED UNTIL 12:01 A.M., MONDAY APRIL 16, 2012 -

*American Society of Plastic Surgeons
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SUGGESTED TEASE	STILL TO COME, A SURPRISING NEW TREND IN PLASTIC SURGERY. WHAT WOMEN... AND MEN ARE ASKING THEIR DOCTORS TO DO - NEXT IN HEALTH NEWS.
ANCHOR LEAD	THERE IS A SURPRISING NEW TREND IN PLASTIC SURGERY THAT IS APPEALING TO BOTH WOMEN AND MEN - AND THE NUMBER OF NEW PROCEDURES IS UP SUBSTANTIALLY. ACCORDING TO THE AMERICAN SOCIETY OF PLASTIC SURGEONS, THE OVERALL NUMBER OF CHIN IMPLANTS HAS SURGED 71-PERCENT IN THE LAST YEAR ALONE. ¹ WITH MORE ON WHO IS GETTING THEM AND WHY, HERE'S CLARK POWELL.
	(Nats - Lizette on computer) :02
CG: Courtesy: American Society of Plastic Surgeons Shots of Lizette in video chat on computer / close up of screen	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. :12
CG: Lizette Stephens Had chin implant :12 - :19	"I noticed that the double chin was very pronounced. And it really, really bothered me." :07
Shots of Dr. Antell walking in to see Lizette Shots of Lizette in follow-up exam	SO LIZETTE DID SOMETHING ABOUT IT. AFTER MEETING WITH PLASTIC SURGEON DOCTOR DARRICK ANTELL, SHE JOINED A GROWING NUMBER OF AMERICANS WHO ARE OPTING FOR CHIN IMPLANTS. :08
CG: Darrick Antell, MD American Society of Plastic Surgeons :27 - :38	"The availability of cell phones and digital video lets you see your appearance immediately. We're much more aware of how we look and we're much more critical of ourselves." :11
Shots of Dr. Antell showing implant to male patient in OR	EXPERTS SAY THAT MAY BE PART OF THE REASON CHIN IMPLANTS SAW THE BIGGEST SURGE OF ANY TYPE OF COSMETIC PROCEDURE IN THE LAST YEAR.

<p>(Graphic) Up 66% in women Up 76% in men</p> <p>-More than breast implants, Botox® and liposuction combined</p>	<p>ACCORDING TO THE AMERICAN SOCIETY OF PLASTIC SURGEONS, CHIN IMPLANTS SHOT UP 66% IN WOMEN AND 76% IN MEN.¹</p> <p>THAT'S MORE THAN BREAST IMPLANTS, BOTOX® AND LIPOSUCTION COMBINED.¹ :19</p>
	<p>(Nats - surgery) :01</p>
<p>File of surgery</p> <p>Shots of Dr. Antell consulting male patient in OR</p> <p>Shots of implant</p>	<p>ON AVERAGE, THERE WAS A CHIN IMPLANT SURGERY EVERY 25 MINUTES IN THE U-S, AND THE BIGGEST INCREASE CAME IN PEOPLE OVER AGE 40.¹</p> <p>THAT'S NOT SURPRISING TO DOCTOR ANTELL WHO SAYS WHETHER THEY'RE GETTING THEM TO ACCELERATE THEIR CAREERS OR SLOW DOWN THE AGING PROCESS, CHIN IMPLANTS ARE AN ATTRACTIVE OPTION. :17</p>
<p>CG: Darrick Antell, MD American Society of Plastic Surgeons 1:15 - 1:26</p>	<p>"This is a great operation. It's done under local anesthesia, with sedation, this has a rapid recovery, with this operation, people are back at work within only three days." :11</p>
<p>Shots of Lizette on computers</p> <p>Shots of her on screen</p>	<p>IT WORKED FOR LIZETTE. AFTER YEARS OF SHYING AWAY FROM SEEING HERSELF ON SCREEN, SHE NOW SEES HERSELF IN A WHOLE NEW LIGHT. :06</p>
<p>Lizette (CG'd earlier) 1:32 - 1:39</p>	<p>"Very happy. It's night and day different, but yet subtle enough that it doesn't make me look like a totally different, new person." :07</p>
<p>Shot of Lizette ending chat</p>	<p>IN NEW YORK, THIS IS CLARK POWELL REPORTING. :02</p>
<p>ANCHOR TAG</p>	<p>THE NUMBERS SHOW THAT WHEN IT COMES TO GETTING CHIN IMPLANTS, MEN AND WOMEN ARE NECK AND NECK.</p> <p>OF THE NEARLY 21-THOUSAND PROCEDURES LAST YEAR, 49-PERCENT WERE DONE ON WOMEN, 51-PERCENT ON MEN.¹</p> <p>TO LEARN MORE ABOUT CHIN IMPLANTS YOU CAN JOIN A LIVE VIDEO CHAT FROM THE AMERICAN SOCIETY OF PLASTIC SURGEONS AND REAL SELF.COM ON WEDNESDAY APRIL 18TH - STARTING AT 8:15 PM EASTERN. JUST LOG ON TO REAL-SELF.COM.</p>
<p>VIEWER INFORMATION</p>	<p>TO LEARN MORE, GO TO THE AMERICAN SOCIETY OF PLASTIC SURGEONS WEBSITE AT www.plasticsurgery.org AND FOR THE LIVE VIDEO CHAT VISIT www.realself.com/chins</p>
<p>References -</p>	<p>¹2011 National Clearinghouse of Plastic Surgery Statistics Report, The American Society of Plastic Surgeons, April 2012</p>
	<p>Extra Bites</p>
<p>CG: Darrick Antell, MD American Society of Plastic Surgeons</p>	<p><i>Dr. Antell talks about the minimal impact of surgery -</i></p> <p>"There's a small incision, typically, under the chin, but it can also be done through the mouth. So, it's virtually invisible." :07</p>

<p>CG: Darrick Antell, MD American Society of Plastic Surgeons</p>	<p><i>Dr. Antell says you have a strong chin or you don't -</i> "If you don't have a strong chin, there's no way to diet and exercise a stronger chin. You can't just grow one. The only way to do it is to see a board certified plastic surgeon with appropriate training." :12</p> <p><i>Dr. Antell talks about your appearance in business -</i> "You wear your resume on your face, today. And how you look speaks volumes about how you're going to be judged." :07</p> <p><i>Dr. Antell talks about a return on an implant investment -</i> "People tend to think of it as an investment, but it's an investment that pays an immediate return. You look better right away." :07</p> <p><i>Dr. Antell talks about celebrity chins -</i> "If you look at celebrities and people in the media today, there's certain names that come to mind all the time with regard to their chin. That would be Arnold Schwarzenegger, Brad Pitt, I think George Clooney has a very attractive chin. If you think about chins that may be a little bit over the top, I would think that Jay Leno's might fall into that category." :20</p>
<p>CG: Lizette Stephens Had chin implant</p>	<p><i>Lizette says technology put her image top of mind -</i> "Last year when I started to see myself more on imagery and in video and pictures I noticed my double chin in my profile was very pronounced and, God bless my mom, I definitely got that from her." :15</p> <p><i>Lizette on the subtle changes from the implant -</i> "That was the beautiful part of it. It was subtle but people thought I just lost weight, no one would ever think that I had a chin implant." :10</p> <p><i>Lizette on her new-found confidence -</i> "I noticed that after I had the implant, I felt like I had more presence and people noticed that I had that extra confidence in the way that I interact with them." :13</p>
<p>Producers:</p>	<p>Extra b-roll is included. To download scripts, video and support material visit us at: http://www.msmediacenter.tv</p>
	<p>Extra B-Roll Follows</p>

For viewer information on this story contact:

American Society of Plastic Surgeons Media Relations
 LaSandra Cooper or Marie Grimaldi
 (847) 228-9900
media@plasticsurgery.org

Video content provided by: American Society of Plastic Surgeons

Produced by: MediaSource
 1800 West 5th Ave.
 Columbus, Ohio 43212
 Phone: (614) 932-9950 Fax: (614) 932-9920
www.mediasourcetv.com