

SURGERY TREND HAS WOMEN ARMED WITH CONFIDENCE



Inspired by strong-armed celebs, upper arm lifts in women jump 4,378%

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American Society of Plastic Surgeons
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SUGGESTED TEASE	STILL TO COME, WELL-DEFINED ARMS ARE USUALLY SOMETHING YOU ASSOCIATE WITH MEN - BUT NOT ANY MORE. WHY PLASTIC SURGERY FOR BETTER ARMS IN WOMEN IS SURGING - NEXT IN HEALTH NEWS.
ANCHOR LEAD Take CG Graphic ----- Women with Most Desired Arms -Michelle Obama -Jennifer Aniston -Jessica Biel On Camera -----	NEW NUMBERS FROM THE AMERICAN SOCIETY OF PLASTIC SURGEONS SHOW THAT UPPER ARM LIFTS IN WOMEN ARE SKYROCKETING ¹ - AND SOME STRONG-ARMED CELEBRITIES MAY HAVE A HAND IN THAT TREND. A RECENT POLL ASKED WOMEN WHOSE ARMS THEY'D MOST LIKE TO HAVE - MICHELLE OBAMA TOPPED THE LIST, FOLLOWED CLOSELY BY JENNIFER ANISTON AND JESSICA BIEL. ² AND WHILE THEY MAY HAVE SOME OF THE MOST FAMOUSLY TONED ARMS, THEY'RE CERTAINLY NOT ALONE. AS CLARK POWELL SHOWS US, THE HOTTEST TREND IN PLASTIC SURGERY FOR WOMEN - CENTERS AROUND AN AREA NORMALLY ASSOCIATED WITH MEN.
	(Nats - Photo directly into lens) :02
CG: Courtesy: American Society of Plastic Surgeons Taking picture into lens "Before" photos of Natalie's arms	THESE ARE THE "AFTER" PHOTOS NATALIE ROBINSON COULDN'T WAIT TO TAKE. OVER THE LAST 36 MONTHS, NATALIE HAS LOST MORE THAN 170 POUNDS. AND BEFORE HAVING SURGERY TO REMOVE EXCESS SKIN ON HER ARMS THIS IS WHAT NATALIE STRUGGLED WITH. :14
CG: Natalie Robinson Had plastic surgery on arms :14 - :20	"There was a reminder of that heavier person and you just, you couldn't get rid of it, and it was just something else to worry about." :06
Shots of Surgery Close up of surgeon	SO, NATALIE DECIDED TO HAVE PLASTIC SURGERY TO TONE HER ARMS. SHE HAD A TYPE OF UPPER ARM PROCEDURE CALLED A BRACHIOPLASTY (<i>pronounced: BRAKE-ee-oh-plass-tee</i>) - ONE THAT'S RISING IN POPULARITY. ¹ :09

<p>CG: David Reath, MD American Society of Plastic Surgeons :29 - :37</p>	<p>“This is a procedure which is on the rise. We did do more brachioplasties last year than we did the year before. We’ll probably do more this year.” :08</p>
<p>Dr. Reath walking in for exam Dr. Reath looking at arm</p> <p>(Graphic)</p> <p>ASPS Stats Since 2000 -Upper arm lifts in women up 4,378% 2000 - 338 surgeries 2012 - 15,136 surgeries -One every 10 minutes</p>	<p>AND NATALIE’S PLASTIC SURGEON DOCTOR DAVID REATH IS NOT ALONE.</p> <p>THE LATEST STATISTICS FROM THE AMERICAN SOCIETY OF PLASTIC SURGEONS’ SHOW THAT SINCE THE YEAR 2000 UPPER ARM LIFTS IN WOMEN ARE UP MORE THAN 4-THOUSAND PERCENT.</p> <p>IN 2000 A LITTLE OVER 300 WOMEN HAD THEM, LAST YEAR MORE THAN 15-THOUSAND DID. IN A TYPICAL WORKWEEK THAT’S A SURGERY EVERY 10-MINUTES. :22</p>
	<p>(Nats - Zumba class) :01</p>
<p>Shots of Natalie exercising Shots of other before/after photos Shots of exam / close up of scar</p>	<p>SOME WOMEN WANT TO TIGHTEN AND TONE THEIR UPPER ARMS WITH LIPOSUCTION.</p> <p>WHILE OTHERS LIKE NATALIE OPT FOR SURGERY TO REMOVE EXCESS SKIN - SOMETHING REATH SUGGESTS PATIENTS CONSIDER CAREFULLY. :10</p>
<p>Dr. Reath(CG’d earlier)</p>	<p>“It’s a trade off. We get rid of the skin, we leave a scar. So, as long as there’s enough improvement to be made in the shape of the arm to justify the scar, then its a great procedure.” :11</p>
<p>Shots of Natalie in zumba class Shots of Natalie’s arms</p>	<p>IT WAS FOR NATALIE. DESPITE ALL THE WEIGHT SHE’S LOST ON HER OWN, SHE KNEW THAT WHEN IT CAME TO THE SHAPE OF HER ARMS... SHE WOULD NEED A HAND. :07</p>
<p>Natalie (CG’d earlier)</p>	<p>“Very happy. It was well worth the investment. I would do it again.” :05</p>
<p>Shots of Natalie working out and smiling in zumba class</p>	<p>IN KNOXVILLE, TENNESSEE THIS IS CLARK POWELL REPORTING. :03</p>
<p>ANCHOR TAG</p>	<p>DOCTORS SAY THERE IS NO SINGLE REASON FOR THE RISE IN UPPER ARM LIFTS, ALTHOUGH SLEEVELESS FASHIONS AND CELEBRITIES WITH TONED ARMS MAY HAVE SOMETHING TO DO WITH THE INCREASE.</p> <p>TO LEARN MORE ABOUT THE PROCEDURE AND OTHER TRENDS IN COSMETIC SURGERY, GO TO THE AMERICAN SOCIETY OF PLASTIC SURGEONS WEBSITE AT plasticsurgery.org.</p>
<p> Share it! Suggested tweet:</p>	<p>Arm lifts in women up more than 4,300%! @ASPS_News releases new stats and offers tips here: bit.ly/14STmA2</p>
<p> Suggested post:</p>	<p>Which female celebrity’s arms would you most like to have? A new poll shows 2 toned celebs are neck and neck when it comes to arms - see who won and why arm lift surgeries in women are skyrocketing at bit.ly/14STmA2</p>

<p>References -</p>	<p>¹2012 National Clearinghouse of Plastic Surgery Statistics Report The American Society of Plastic Surgeons, April 2013. Online: http://www.plasticsurgery.org/news-and-resources/2012-plastic-surgery-statistics.html</p> <p>² Harris Interactive conducted a poll of 1,200 adult women for the American Society of Plastic Surgeons from March 28-April 1, 2013. Results showed that 31% would most like to have arms like Michelle Obama, 29% Jennifer Aniston, 16% Jessica Biel, 13% Kelly Ripa, and 11% Demi Moore.</p>
	<p>Extra Bites</p>
<p>CG: David Reath, MD American Society of Plastic Surgeons</p>	<p><i>Dr. Reath talks about those who are likely to get brachioplasty -</i> “People’s bodies are genetically programmed to have different accumulations of tissue in different areas. And for some people the arm can be a problem area, and it seems to have more tissue out of proportion than the rest of the body.” :15</p> <p><i>Dr. Reath talks about those who need help beyond exercise -</i> “If you really pump iron, you build your muscle mass, that’s going to help. But it’s, unfortunately, not the solution for people who have just a tremendous amount of excess skin there.” :08</p> <p><i>Dr. Reath stresses the importance of finding a qualified surgeon -</i> “A lot of times I get questions from patients about who do I go see about this? Who should be doing my plastic surgery? And the answer is very simple - go to a member of the American Society of Plastic Surgeons. We are the plastic surgeons. We’re all board certified and it’s just very simple - ASPS. Look for the logo and you’ll know you’re in the hands of somebody’s whose had the proper training.” :23</p>
<p>CG: Natalie Robinson Had plastic surgery on arms</p>	<p><i>Natalie talks about the benefits of surgery -</i> “I was proud of myself for losing that weight by myself. And not being able to go out and still wear what I want to wear without covering up my arms, well, that just kind of defeats the purpose.” :11</p> <p><i>Natalie talks about the inspiration for her arms -</i> “Michelle Obama, when Barack Obama was first elected president, I looked at her arms and I said, ‘Oh my gosh, I want her arms.’” :07</p>
<p>Producers & Reporters:</p>	<p>To download scripts, video and photos go to: http://www.multimedianeewsroom.tv</p>

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