

# BREAST LIFTS GROWING AT TWICE THE RATE OF IMPLANTS



*Implants remain the top choice for women, but lifts have shot up 70% since 2000*

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<b>SUGGESTED TEASE</b>	STILL TO COME, AN EMERGING TREND IN PLASTIC SURGERY HAS A GROWING NUMBER OF WOMEN TAKING A CLOSER LOOK AT BREAST LIFTS. WE'LL TELL YOU WHY, NEXT.
<b>ANCHOR LEAD</b>	NEW STATISTICS FROM AMERICAN SOCIETY OF PLASTIC SURGEONS HAVE JUST BEEN RELEASED - AND THEY SHOW A GROWING NUMBER OF WOMEN ARE EXPLORING DIFFERENT OPTIONS WHEN IT COMES TO BREAST SURGERY. BREAST IMPLANTS CONTINUE TO TOP THE LIST OF OVERALL SURGERIES FOR WOMEN, BUT MORE WOMEN THAN EVER ARE OPTING FOR BREAST <u>LIFTS</u> . <sup>1</sup> WITH DETAILS, HERE'S CLARK POWELL.
	(Nats - Kim exercising) :02
<b>CG: Courtesy: American Society of Plastic Surgeons</b>  Shots of Kim jogging  Shot of Kim jogging / before photo	HAVING RAISED TWO KIDS AND BEING FOCUSSED ON HER FAMILY FOR SO LONG, KIM BECKMAN SAYS, FOR YEARS, SHE OFTEN FORGOT TO TAKE CARE OF HERSELF. SO SHE STARTED TO DIET AND EXERCISE AND IN A MATTER OF MONTHS LOST 75 POUNDS :13
<b>CG: Kim Beckman Had breast surgeries :14-:24</b>	"From the waist down, I was happy with what I saw. But from the waist up, I knew that there was still something I needed to do, and it was in the chest area." :10
Shots of Dr. Taylor in follow up exam with Kim	AFTER MEETING WITH A PLASTIC SURGEON, KIM DECIDED TO GET BREAST IMPLANTS - BUT WAS ALSO GIVEN THE OPTION OF A BREAST <u>LIFT</u> . A PROCEDURE

	THAT'S SURGING IN POPULARITY. :09
<b>CG: Anne Taylor, MD</b> <b>American Society of Plastic Surgeons</b> <b>:33-:46</b>	“I think nowadays, women come to us and they realize they’ve had children, their breast volume has decreased, and they have sagging. And they have to have a lift to put the breast back up where they’re supposed to be.” :13
Shots of surgery (FILE)  <b>(GRAPHIC)</b> BREAST LIFTS -Grown by 70% since 2000 -Twice the rate of implants -2013: 90,000 lifts performed	IN FACT, ACCORDING TO NEW STATISTICS FROM THE AMERICAN SOCIETY OF PLASTIC SURGEONS, SINCE 2000 BREAST LIFTS HAVE GROWN BY 70-PERCENT - TWICE THE RATE OF IMPLANTS. LAST YEAR, FOR THE FIRST TIME, THERE WERE MORE THAN 90-THOUSAND LIFTS PERFORMED IN THE U-S. <sup>1</sup> :15
<b>CG: Robert Murphy, MD, President</b> <b>American Society of Plastic Surgeons</b> <b>1:01-1:12</b>	“The best person to undergo a breast lift is someone who doesn’t necessarily want to make her breasts bigger. Instead, she wants to be able to have a youthful breast // by ju using the tissue she already has.” :11
Shots of Kim with Dr. Taylor looking at implants  Shots of Kim jogging	THE AMOUNT OF BREAST TISSUE KIM ALREADY HAD HELPED HER BETTER DECIDE ON THE SIZE OF IMPLANTS SHE WANTED TO USE. AND WHETHER WOMEN GET LIFTS AND IMPLANTS LIKE KIM, OR OPT FOR BREAST LIFTS ALONE, KIM’S RESULTS SHOW WHY THEY’RE GAINING IN POPULARITY. :13
<b>Kim Beckman (CG’d earlier)</b> <b>1:25-1:35</b>	“I feel confident. I’m wearing clothes that I never really thought that I would wear. I’m on the beach in a bikini and I’m comfortable.” :10
Shots of Kim jogging	IN COLUMBUS, OHIO, THIS IS CLARK POWELL REPORTING. :04
<b>ANCHOR TAG</b>	DURING A BREAST LIFT, DOCTORS REPOSITION A WOMAN’S NATURAL BREAST AND REMOVE EXCESS SKIN - AS OPPOSED TO USING IMPLANTS. ACCORDING TO THE A-S-P-S, THE OLDER WOMEN GET, THE MORE LIKELY THEY ARE TO OPT FOR LIFTS. WOMEN IN THEIR 30s GET THE MOST IMPLANTS, BUT LIFTS ARE PERFORMED MORE OFTEN ON WOMEN OVER THE AGE OF 40. <sup>1</sup>
 <b>Share it! Suggested tweet:</b>	New #plastic #surgery stats show a new, more natural trend in #breast procedures. Details: <a href="http://bit.ly/1dEk67y">bit.ly/1dEk67y</a>
 <b>Suggested post:</b>	New statistics from the <a href="http://American Society of Plastic Surgeons">American Society of Plastic Surgeons</a> show that breast lift procedures are outpacing implants by a rate of 2-to-1. See why they’re appealing to more women -

	especially those over 40 - here: <a href="http://bit.ly/1dEk67y">bit.ly/1dEk67y</a>
<b>REFERENCES</b>	<sup>1</sup> <i>2013 National Clearinghouse of Plastic Surgery Statistics Report, The American Society of Plastic Surgeons</i> , March 2014. Stats available upon request.
	<b>Extra Bites</b>
<b>CG: Robert Murphy, MD, President American Society of Plastic Surgeons</b>	<p><i>Dr. Murphy talks about those who opt for breast lifts -</i>  “What we’re starting to see now with an increase in breast lifts is the fact that women who are a little more mature in their 30s and 40s, often times women who have had their children and have nursed their children, want to have a little more enhancement in their breast and look a little more youthful.” :16</p> <p><i>Dr. Murphy talks about the rise in breast lifts -</i>  “I think breast lifts are growing so rapidly because women in their early post-childbearing years are now wanting to feel better about themselves, they want to project in social circles, look better on the beach. So they come to plastic surgeons more frequently than they did in the past.” :18</p> <p><i>Dr. Murphy explains the “pencil test” -</i>  “One test that we use often is a pencil test whereby a woman puts a pencil underneath her breast, and if the breast tissue holds the pencil against the chest wall, she can often benefit from a lift.” :11</p>
<b>CG: Anne Taylor, MD American Society of Plastic Surgeons</b>	<p><i>Dr. Taylor talks about the increase in breast lifts in her practice -</i>  “Breast lifting has really increased in my practice. Again, I think women just want their bodies back. They come in and they’re not sure if it’s the breast augmentation or breast lift, and they’re here to learn what’s the right answer for them. It’s way up!” :17</p> <p><i>Dr. Taylor talks about the type of women who opt for lifts-</i>  “The patients who just get the lift, they’re the ones who are not necessarily looking for a larger cup size, they just want the breast lifted up and back to where it used to be up on their chest.” :13</p> <p><i>Dr. Taylor talks about the importance of qualified surgeons -</i>  “It’s very important for a patient to do their homework and find an ASPS member surgeon. The ASPS members are a group of plastic surgeons who have gone through their training in plastic surgery and passed the exams, but also we have certain ethical standards that we adhere to and through our organization, we have this higher standard.” :21</p>
<b>CG: Kim Beckman Had breast surgeries</b>	<p><i>Kim talks about her body after children -</i>  “After I had kids, I had 2 children, and normal breast feeding and weight loss, weight gain back and forth, takes a toll on the body. Compared with aging, everything combined. I just needed to make a change.” :15</p> <p><i>Kim talks about her decision to change her looks -</i>  “I achieved my goal as far as my weight and overall</p>

<b>CG: Kim Beckman Had breast surgeries</b>	measurements, but one of the downsides and the downside to being female is we tend to lose in the chest area first.” :11 <i>Kim talks about the parts of her body diet and exercise couldn't change - “I had worked so hard and put so much effort into the weight loss that I still wasn't quite where I wanted to be.” :07</i>
<b>Producers &amp; Reporters:</b>	<b>To download scripts, video and photos go to:</b> <a href="http://www.multimedianeewsroom.tv">http://www.multimedianeewsroom.tv</a>

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