

MASSIVE WEIGHT LOSS FUELS SURGE IN PLASTIC SURGERY



Plastic surgeons see growth in procedures to reshape body, remove excess skin

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American Society of Plastic Surgeons
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SUGGESTED TEASE	STILL TO COME, WEIGHT LOSS SURGERY IS HELPING THOUSANDS OF PATIENTS SHED HUNDREDS OF POUNDS - BUT FOR MANY, THE BATTLE ISN'T OVER.= WHY SO MANY ARE OPTING FOR <i>ANOTHER</i> TYPE OF SURGERY, NEXT IN HEALTH NEWS.
ANCHOR LEAD	WITH AN AVERAGE OF NEARLY 500 PROCEDURES EVERY DAY, MORE AMERICANS ARE OPTING TO UNDERGO WEIGHT LOSS SURGERY. ¹ BUT FOR MANY OF THOSE PATIENTS, IT WON'T BE THEIR LAST SURGERY. IN FACT, WHEN IT COMES TO WEIGHT LOSS PROCEDURES, NEW NUMBERS ARE OUT SHOWING GROWTH IN <i>PLASTIC</i> SURGERY AS WELL. WITH DETAILS, HERE'S CLARK POWELL.
	(Nats - Jan cutting carrot) :02
CG: Courtesy: American Society of Plastic Surgeons Shots of chopping vegetables Shot of Jan making salad	OVER THE LAST FEW YEARS JAN O'DANIEL HAS BEEN TRANSFORMED. SHE UNDERWENT BARIATRIC SURGERY, STARTED WORKING OUT, AND CHANGED HER DIET. BUT EVEN AFTER LOSING 130 POUNDS - JAN STILL WASN'T CONTENT. :11
CG: Jan O'Daniel Had weight loss surgery	"I felt that my stomach was just as big. Even though I knew it wasn't. Even though my clothing size had gone down six sizes, I still saw my belly." :09
Still shot of jan before (front) Shot of Jan jogging Still photo before surgery	JAN SAYS THE EXCESS SKIN FROM LOSING WEIGHT WAS UNCOMFORTABLE AND MADE EXERCISING PAINFUL. EVEN WORSE, IT WAS A CONSTANT REMINDER OF SOMEONE SHE <i>USED</i> TO BE. :08
CG: Jason Lichten, MD Jan's Plastic Surgeon	"They've got the psychological burden of looking into the mirror and seeing all of this extra skin that hangs off the abdomen, breasts, arms, thighs." :08
Before and after photos of Jan (side)	SO JAN TURNED TO PLASTIC SURGERY TO FINISH HER

<p>Wide shot of surgery</p> <p>Shot of surgery / freeze for graphic</p> <p>Procedures linked to massive weight loss</p> <ul style="list-style-type: none"> -Tummy tucks ended a 4 year slide up 4% -Thigh lifts and upper arm lifts - biggest single year increase in 5 years - up 9% -After a 3 year decline, breast lifts rebounded - up 10% 	<p>TRANSFORMATION, AND SHE'S NOT ALONE.</p> <p>179-THOUSAND PEOPLE HAD WEIGHT LOSS SURGERY IN 2013¹ - AND SINCE THEN, <i>PLASTIC</i> SURGERIES RELATED TO WEIGHT LOSS ARE UP ACROSS THE BOARD.</p> <p>NEW NUMBERS FROM THE AMERICAN SOCIETY OF PLASTIC SURGEONS SHOW TUMMY TUCKS ENDED A FOUR YEAR SLIDE, JUMPING 4-PERCENT LAST YEAR.</p> <p>THIGH LIFTS AND UPPER ARM LIFTS HAD THE BIGGEST SINGLE YEAR INCREASE IN 5 YEARS, BOTH UP 9-PERCENT. AND AFTER A 3-YEAR DECLINE, BREAST LIFTS DUE TO MASSIVE WEIGHT LOSS JUMPED 10-PERCENT. :33</p>
<p>CG: Scot Glasberg, MD President, American Society of Plastic Surgeons</p>	<p>“You can’t attribute that to anything other than the fact that there are more massive weight loss patients out there looking to take care of the problems that they now have after their weight loss surgery.” :09</p>
<p>Shots of Jan looking at images with doctor</p> <p>Shots of Jan nearing finish line</p>	<p>JAN SAYS WITHOUT HER PROCEDURES SHE MAY NEVER HAVE BEEN ABLE TO GET PAST THE VISUAL REMINDERS OF HER WEIGHT LOSS.. AND MAY NEVER HAVE FELT LIKE SHE WAS ABLE TO FINISH.. WHAT SHE STARTED. :09</p>
<p>Jan O’Daniel (CGd earlier)</p>	<p>“I honestly believe had I not had the tummy tuck, not had the visible changes then I may have regained some of the weight because I couldn’t get past seeing my belly.” :10</p>
<p>Shot of Jan finishing race and hugging her husband</p>	<p>IN COLUMBUS, OHIO THIS IS CLARK POWELL REPORTING. :02</p>
<p>ANCHOR TAG</p>	<p>THE NUMBER OF PATIENTS UNDERGOING WEIGHT LOSS SURGERY IS THE MOST SINCE 2009 AND IS AMONG THE HIGHEST ON RECORD.^{1,2}</p> <p>AS MORE OF THOSE PATIENTS OPT FOR BODY SCULPTING, PLASTIC SURGEONS SAY THEY WOULD LIKE TO MEET WITH PATIENTS TO DISCUSS OPTIONS AND DEVELOP A PLAN <i>BEFORE</i> WEIGHT LOSS SURGERY.</p> <p>THAT WAY PATIENTS WILL KNOW WHAT TO EXPECT AND CAN PLAN FOR THE ADDED COSTS OF THE OPERATIONS.</p>
<p> Share it! Suggested tweet:</p>	<p>New numbers from @ASPS_News show weight loss patients are increasingly opting for plastic surgery, too. Details: bit.ly/1K2B9nN.</p>
<p> Suggested post:</p>	<p>More people are undergoing massive weight loss surgeries in the U.S., and that’s having a ripple effect in plastic surgery. New data released by the American Society of Plastic Surgeons shows that procedures related to massive weight loss, like tummy tucks and thigh lifts and upper arm lifts are up across the board. Learn more about the trend and see how they surgeries are changing patients’ lives: bit.ly/1K2B9nN</p>
<p>References -</p>	<p>¹<i>Estimate of Bariatric Surgery Numbers, American Society of Metabolic and Bariatric Surgery</i>, March 2014. Online: https://asmbs.org/resources/estimate-of-bariatric-surgery-numbers</p>

	<p>²<i>Studies Weigh in on Safety and Effectiveness of Newer Bariatric and Metabolic Surgery Procedure</i>, American Society of Metabolic and Bariatric Surgery, June 2012. Online: https://asmbs.org/resources/studies-weigh-in-on-safety-and-effectiveness-of-newer-bariatric-and-metabolic-surgery-procedure</p>
	<p>Extra Bites</p>
<p>CG: Scot Glasberg, MD President, American Society of Plastic Surgeons</p>	<p><i>Dr. Glasberg talks about the growth in surgeries on weight loss patients</i> “When we look at the numbers for these types of surgeries, the statistics from the American Society of Plastic Surgeons, ASPS, it’s seen phenomenal growth. If you look at the last 15 years of procedures, the growth has really outshone most other procedures.” :12</p> <p><i>Dr. Glasberg talks about the aesthetic drawbacks of massive weight loss -</i> “All of these patients were focused on their weight loss before their surgery didn’t realize what the repercussions of significant weight loss would be when they come in and see me.” :07</p> <p><i>Dr. Glasberg talks about scarring in tightening and lifting procedures -</i> “Scaring, when it comes to post bariatric surgery, is of the essence in the conversation. If you don’t mention it patients don’t know what to expect. The reality is there is a trade off there. The trade off is larger scars, more scars to get rid of the hanging skin and soft tissue that these patients are uncomfortable with.” :18</p>
<p>CG: Jan O’Daniel Had weight loss surgery</p>	<p><i>Jan talks about the excess skin she had after massive weight loss -</i> “My body changed a lot. And it was fun to buy new clothes but there were some things about my body that I just didn’t like. I couldn’t get past my mid-section in particular. I held a lot of my weight in my stomach. And I couldn’t see that I had lost 130 pounds.” :16</p> <p><i>Jan talks about the affordability of plastic surgery -</i> “I didn’t realize that I could do plastic surgery. I thought it was out of reach for me just from an affordability standpoint. But it wasn’t and I’m really glad that I made some appointments and consultations with board certified plastic surgeons.” :14</p> <p><i>Jan talks about her decision to undergo plastic surgery -</i> “I was absolutely proud of what I had accomplished and yet I was really frustrated because no matter what I did I could not change my mid-section. I could not lose the flab and the skin that was there no matter what I did to try and tighten it. And it just wouldn’t change. And my focus sort of got lost and this helped me find myself again.” :18</p>
<p>CG: Jason Lichten, MD Jan’s Plastic Surgeon</p>	<p><i>Dr. Lichten talks about the drawbacks of excess skin -</i> “The health benefits of weight loss have been measured in the terms of reduction of high blood pressure, diabetes, and general overall sense of health being better. And those patients will often face that they’re - what they see on the outside doesn’t match how they feel on the inside.” :15</p>

	<p><i>Dr. Lichten talks about planning for follow up plastic surgery -</i> "I will see patients earlier on. Two months, three months out after their surgery as they are losing the weight to help them plan what they have to look forward to in terms of surgery. To be able to sometimes just be that motivation of knowing that, yes the skin is there but there is this light at the end of the tunnel where they will be able to have this plastic surgery to help contour that." :21</p>
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