

A PERFECT PUCKER LEADS TO LEAP IN LIP PROCEDURES



Survey: Jennifer Lawrence's lips voted best, help fuel a surge in lip procedures

****NOTE: Embargoed until Monday April 18, 2016 at 12:01 a.m. (ET)****

American Society of Plastic Surgeons

Produced by: MediaSource www.mediasourcetv.com	To download broadcast-quality video and other multimedia elements: http://bit.ly/1VRM5Jz
Package Length: 1:36	Content provided by: American Society of Plastic Surgeons

SUGGESTED TEASE	STILL TO COME, THE VOTES ARE IN! WE'LL TELL YOU WHICH CELEBRITY WAS CHOSEN TO HAVE THE MOST LOVEABLE LIPS - AND WHY MORE WOMEN ARE WILLING TO PAY FOR THE PERFECT PUCKER. THAT'S NEXT.
ANCHOR LEAD Take graphic with celeb photos ----- 1. Jennifer Lawrence 2. Scarlett Johansson 3. Jennifer Garner ANCHOR BACK ON CAMERA -----	THE RESULTS OF A NEW NATIONAL SURVEY RANKING HOLLYWOOD'S HOTTEST LIPS SHOW THAT WOMEN WANT A MORE NATURAL LOOK. VOTED TO HAVE THE MOST PERFECT PUCKER WAS JENNIFER LAWRENCE, WHOSE NATURAL LOOKING LIPS BEAT OUT SOME PRETTY FAMOUS CELEBS WITH MUCH LARGER LIPS. SCARLETT JOHANSSON AND JENNIFER GARNER ROUNDED OUT THE TOP THREE. THERE'S NO DOUBT GREAT LIPS ARE CONSIDERED HIP THESE DAYS. IN FACT, NEW STATISTICS JUST RELEASED SHOW THAT LIP PROCEDURES, INCLUDING LIP <i>IMPLANTS</i> ARE BOOMING. WITH DETAILS, HERE'S CLARK POWELL INEW SHOW
	(Nats - Doctor taking photo of Kim in office) :02
CG: Courtesy: American Society of Plastic Surgeons Shots of doctor taking photos Ads featuring Kim/Before- after photo	THESE ARE THE PHOTOS KIM COMISAR HAS BEEN FOR WAITING WEEKS TO SEE. THOUGH KIM'S HAD HER PICTURE TAKEN THOUSANDS OF TIMES AS AN INTERNATIONAL MODEL - IT'S THE "AFTER" PHOTOS OF HER NEW LIPS THAT HAS KIM SO EXCITED. :11
CG: Kim Comisar Has lip implants	"My lips were getting thinner as I aged and I really just wanted to look like I looked 20 years ago and that was my motivation." :11
Shots of surgery Shots of woman getting injections	KIM IS ONE OF A RECORD NUMBER OF WOMEN WHO RECENTLY UNDERWENT LIP IMPLANT SURGERY. FOR YEARS, LIKE MILLIONS OF OTHER WOMEN, KIM RELIED ON INJECTIONS TO PLUMP UP HER LIPS. :09

<p>CG: Robert Houser, DO American Society of Plastic Surgeons</p>	<p>“Those have made lip augmentation very easy. And then with newer lip implant technology, that really has taken the industry by storm.” :08</p>
<p>Shot of surgery-freeze for graphic</p> <p>Lip Implant Surgeries -27,449 -One about every 20 minutes -Increase of nearly 50% since 2000</p>	<p>IN FACT, ACCORDING TO NEW DATA FROM THE AMERICAN SOCIETY OF PLASTIC SURGEONS - OR ASPS - A RECORD NUMBER OF MORE THAN 27-THOUSAND LIP IMPLANTS TOOK PLACE LAST YEAR. THAT’S ONE ABOUT EVERY 20 MINUTES - AND AN INCREASE OF YEARLY 50-PERCENT SINCE 2000. :15</p>
<p>CG: David H. Song, MD, President American Society of Plastic Surgeons</p>	<p>“Clearly lips and the enhancement of the lip and pucker is on the rise. It’s very popular and it’s become something that patients are desiring more and more.” :09</p>
<p>Shot of Kim with Dr. Houser</p> <p>GRAPHIC (reveal top 3 then the rest w/VO) BEST CELEBRITY LIPS</p> <ol style="list-style-type: none"> 1. Jennifer Lawrence 2. Scarlett Johansson 3. Jennifer Garner 4. Angelina Jolie 5. Kylie Jenner 6. Beyonce 7. Lisa Rinna 	<p>AND TODAY WOMEN ARE SEEKING A MORE NATURAL LOOK. A NATIONAL SURVEY COMMISSIONED BY ASPS RANKED HOLLYWOOD’S HOTTEST LIPS AND FOUND THE MOST LIKEABLE LIPS BELONG TO JENNIFER LAWRENCE, SCARLETT JOHANSSON AND JENNIFER GARNER. BEATING OUT CELEBS WITH LARGER PUCKERS LIKE ANGELINA JOLIE, KYLIE JENNER, BEYONCE AND LISA RINNA. :18</p>
<p>Dr. Song (CG’d earlier)</p>	<p>“So, it’s not just about fullness, it’s about the perfect pucker for each and every patient.” :06</p>
<p>Kim Comisar (CG’d earlier)</p>	<p>“I’m so happy, I have never regretted it, not one day. I love it.” :05</p>
<p>Shot of Kim putting on lipstick</p>	<p>IN COLUMBUS, OHIO, THIS IS CLARK POWELL REPORTING. :03</p>
<p>ANCHOR TAG</p>	<p>THERE WERE STILL NEARLY 2 AND A HALF MILLION SOFT TISSUE FILLERS - INCLUDING LIP INJECTIONS LAST YEAR - THOUGH IMPLANTS ARE GAINING IN POPULARITY. IN FACT, MORE THAN A HUNDRED MEN A MONTH GOT THEM IN 2015 - WHICH IS 400-PERCENT INCREASE SINCE 2000.</p>
<p> Share it! Suggested tweet:</p>	<p>New numbers @ASPS_News show a record number of women switched from injections to implants for fuller lips: bit.ly/1VRM5Jz</p>
<p> Suggested post:</p>	<p>A record number of women switched from injections to implants last year in an effort to maintain fuller lips. New statistics from the American Society of Plastic Surgeons show more than 27,000 patients got lip implants in 2015, representing a 50 percent increase in women since 2000, and a 400 percent increase in men! Details: bit.ly/1VRM5Jz</p>
<p>References -</p>	<p>¹2015 <i>Cosmetic Plastic Surgery Statistics</i>, American Society of Plastic Surgeons, April 2016. Online:</p>

	http://www.plasticsurgery.org/Documents/news-resources/statistics/2015-statistics/2015-plastic-surgery-statistics-report.pdf
	Extra Bites
CG: David H. Song, MD, President American Society of Plastic Surgeons	<p><i>Dr. Song talks about the “Best Lips” survey results -</i> “The survey found that the most popular lips belong to Jennifer Lawrence, Scarlett Johansson and Jennifer Garner in that order.”</p> <p><i>Dr. Song says women want a more natural look with their lips -</i> “Jennifer Lawrence appearing at the top of the list really signals that patients are desiring a more natural look, something that fits with their facial features and their expressions.”</p> <p><i>Dr. Song says lip procedures are up in men, as well -</i> “Lip procedures aren't just for women, we've actually seen a dramatic rise in men desiring lip surgery. That's over a 400 percent increase since 2000. Now, having said that it's still approximately 1,200 procedures from men this past year, but we're seeing the acceptance of male lip procedures on the rise.”</p> <p><i>Dr. Song says qualified doctors are a must with lip procedures -</i> “Patients that are looking for an enhancement in their lips and their pucker should really seek and do their homework and find a board certified plastic surgeon, a member of the American Society of Plastic Surgeons to go over the array of options that best fits each and every individual patient.”</p>
CG: Robert Houser, DO American Society of Plastic Surgeons	<p><i>Dr. Houser says lip procedures a subtle way to ease into procedures -</i> “It's some place that's easy to start. A woman may not be ready to take the dive on doing something with her eye lids or a face lift, but those little things of easing a few wrinkles and puffing up the lips a little bit, that sometimes is an entry point for women to cosmetic surgery.”</p> <p><i>Dr. Houser says lip implants are reversible and easily removed -</i> “If they decide over time that that's just not for them anymore and they want to have it removed it's a simple removal as well.”</p> <p><i>Dr. Houser describes the patients he typically sees -</i> “That's usually more in the 30 year olds, they're more committed to doing something long term than just trying something out from time to time. But certainly there are more young patients that are seeking these types of procedures as well.”</p> <p><i>Dr. Houser says patients should only go to qualified doctors -</i> “You want to go to someone that's, first of all, fully trained in dealing with all aspects of aging in the face. Also, it's a safety issue. If you were to have a problem, you'll want to know that you're in the hands of the best person to handle any problem that could arise as well.”</p>
CG: Kim Comisar Has lip implants	<p><i>Kim talks about the results of her lip implants -</i> “I really am please. I feel like they look so much more natural even than - I don't think the injections looked quite as natural as the</p>

	<p>implants look.”</p> <p><i>Kim says she did injections before deciding on implants -</i> “I had been doing injections for many years and I enjoyed them, other than the pain involved. But when I found out there was a permanent option then I was just ready to sign up for it right away.”</p> <p><i>Kim liked the one-time appeal to an implant over injections -</i> “Also I think the expense, it's like a continual expense. So, with the permanent implant it's a one time deal and once you've done it you don't have to keep going back.”</p> <p><i>Kim talks about possible inconsistencies with injections -</i> “Each time you go maybe you get more maybe you get less. Obviously, this is perfectly consistent all the way across so there's just no question about it.”</p>
<p>Producers & Reporters:</p>	<p>To download scripts, video and photos go to: http://www.multimedianeewsroom.tv</p>

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