

<p>Shots of Landon in follow-up exam</p> <p>Dr. Grunwaldt (CG'd earlier)</p> <p>Graphic: Cosmetic Procedures -1.3 million procedures in men in 2017</p> <p>Shots of surgery (file)</p> <p>CG: Jeffrey Janis, MD President, American Society of Plastic Surgeons</p> <p>Shots of man getting botox injections</p> <p>Graphic: Minimally invasive procedures up 99% in men since 2000</p> <p>Shots of Botox injections</p> <p>Dr. Janis (CG'd earlier)</p> <p>Shots of Landon getting ready in mirror</p> <p>Landon Pringle (CG'd earlier)</p> <p>Shots of Landon looking in mirror</p> <p>(PACKAGE END) -----</p> <p>ANCHOR TAG</p>	<p>THERE'S BEEN AN INCREASE IN MEN IN HER OFFICE IN RECENT YEARS TO EXPLORE THEIR OPTIONS FOR COSMETIC PROCEDURES. :07</p> <p><i>"As guys talk to each other and realize this is something they can do, then they come in and ask about it." :07</i></p> <p>NEW STATISTICS FROM THE AMERICAN SOCIETY OF PLASTIC SURGEONS REVEAL THAT OVER ONE-POINT-THREE MILLION COSMETIC PROCEDURES WERE PERFORMED ON MEN LAST YEAR.</p> <p>BODY CONTOURING PROCEDURES IN MEN LIKE LIPOSUCTION AND TUMMY TUCKS HAVE SEEN A BOOST IN POPULARITY OVER THE PAST FIVE YEARS, WHILE MALE BREAST REDUCTIONS INCREASED BY ABOUT THIRTY PERCENT. :18</p> <p><i>"Why is this so popular? I think you're seeing...the taboo is gone, it's de-stigmatized." :07</i></p> <p>AND WHILE MANY YOUNGER MEN ARE LOOKING TO ENHANCE THEIR BODIES, OLDER MEN ARE TURNING TO MINIMALLY-INVASIVE PROCEDURES FOR A MORE YOUTHFUL LOOK, WHICH ARE UP BY 99 PERCENT AMONG MEN SINCE 2000.</p> <p>FOR SOME, IT'S TO REMAIN COMPETITIVE IN THE WORKPLACE, WHILE OTHERS JUST WANT TO FEEL BETTER ABOUT WHO THEY SEE IN THE MIRROR. :15</p> <p><i>"Some people call it the 'executive edge,' but I think people are just wanting to look how they feel." :07</i></p> <p>FOR LANDON, IT WAS ABOUT KICK STARTING HIS JOURNEY TO FEEL MORE LIKE HIMSELF EACH DAY. :04</p> <p><i>"I would have never been able to get to this point without surgery. There's no chance I would be able to be 204 pounds." :07</i></p> <p>IN PITTSBURGH, THIS IS BARB CONSIGLIO REPORTING. :02</p> <hr/> <p>EXPERTS SAY IT'S IMPORTANT TO CONSULT WITH A BOARD-CERTIFIED PLASTIC SURGEON TO CHOOSE THE RIGHT PROCEDURE FOR YOU AND TO ENSURE THE HIGHEST QUALITY AND SAFETY STANDARDS.</p> <p>TO FIND A BOARD-CERTIFIED PLASTIC SURGEON</p>
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SOCIAL MEDIA

 **Share it! Suggested tweet:**

More and more men are boosting their body image with cosmetic procedures. New statistics released by [@ASPS_News](#) shows how procedures are trending up among men. <http://bit.ly/2Hy2krQ>

 **Suggested post:**

New statistics from the [American Society of Plastic Surgeons](#) reveals the growing number of men having cosmetic procedures. Surgeons say the stigma is disappearing, men are talking to each other more and they're seeking out board-certified plastic surgeons to explore their options. <http://bit.ly/2Hy2krQ>

EXTRA BITES

CG: Lorelei Grunwaldt, MD
American Society of Plastic Surgeons

Dr. Grunwaldt names some popular procedures among men: *"They're looking for all kinds of procedures, but especially things like liposuction, gynecomastia surgery, and for older men, non-invasive procedures like botox and injections."*

Dr. Grunwaldt says procedures boost men's confidence: *"I see a fair number of young men that really, it boosts their self esteem. It really makes them feel better about themselves, and they're able to get into even better shape once they have that increase in self esteem."*

Dr. Grunwaldt says she's seeing more men in her practice: *"I've definitely seen an increase in the number of men coming into the office over the past couple of years, and I think part of it is due to the fact that they're talking to each other."*

CG: Jeffrey Janis, MD
President, American Society of Plastic Surgeons

Dr. Janis says a board-certified surgeon offers the most options: *"In order to have the versatility or have the choice, making sure that you're getting the right answer for the question that you're posing, that's why a board-certified plastic surgeon is the right choice, because that person can actually offer a buffet of different options, from needle to knife and beyond."*

Dr. Janis says social media helps destigmatize plastic surgery: *"You get on some of these social media webpages, and*

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CG: Jeffrey Janis, MD
President, American Society of
Plastic Surgeons

all of a sudden people feel more comfortable sharing the fact that they've had plastic surgery, and what the results are, they're posting photographs of themselves, and they're posting it online. And that's not just to the people they know, it's the people they don't. And that almost, I guess, destigmatizes it."

Dr. Janis says cosmetic procedures lead to more confidence: *"Maybe you have some nuance about yourself that you wish was just a little bit different, or better, or enhanced. And that leads to a better self image, more confidence with the people that you know, or maybe the people that you don't know, whether that's with your family, friends, your employer."*

CG: Landon Pringle
Had plastic surgery

Landon says he couldn't lose weight even while playing sports: *"I still played football after that, still played baseball, still played hockey. No change. I just slowly got bigger."*

Landon says he weighs less each time he steps on the scale: *"Every time I hop on the scale, it's less and less every day. And of the current moment, I'm down to 204 pounds."*

Landon says he lost 30 pounds in 3 months after surgery: *"I went from being, after surgery, being 288. I went down to 260 before the school year started. So a good three months, I lost 30 pounds."*

References

2017 Plastic Surgery Statistics, American Society of Plastic Surgeons, June 13, 2018. Online: <https://www.plasticsurgery.org/news/plastic-surgery-statistics>.

Video content provided by: American Society of Plastic Surgeons

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