

More Baby Boomers Seek Cosmetic Procedures as they Re-Enter Dating Scene

Procedures from liposuction to Botox are up among the 55 and older age group

American Society of Plastic Surgeons

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NEWS PACKAGE

SUGGESTED TEASE	COMING UP, MORE BABY BOOMERS ARE GETTING IN ON THE ONLINE DATING GAME, AND NEW PLASTIC SURGERY STATISTICS SHOW THEY'RE SEEKING HELP TO PUT THEIR BEST FACE FORWARD.
ANCHOR LEAD	<p>THE DATING WORLD TODAY IS NOT WHAT IT USED TO BE. SINGLES MAKE JUDGMENTS ABOUT POTENTIAL DATES AS FAST AS THEY CAN SWIPE AFTER GLANCING AT A PHOTO.</p> <p>ABOUT TWENTY MILLION OF THESE DATING APP USERS ARE NOW BABY BOOMERS¹, AND WITH MORE OLDER AMERICANS BACK ON THE MARKET, THEY'RE LOOKING TO PUT THEIR BEST FACE FORWARD.</p> <p>BARB CONSIGLIO HAS THE DETAILS ON THE RISE IN PLASTIC SURGERY PROCEDURES IN THE FIFTY-FIVE AND OLDER CROWD AS MORE OF THEM HIT THE DATING SCENE.</p>
<p>(PACKAGE START) ----- CG: Courtesy: American Society of Plastic Surgeons :00 - :03 Shots of Jody cooking</p>	<p>(Nats - Sound) :02</p> <p>WHEN JODY PINKERTON RE-ENTERED THE DATING GAME AT AGE FORTY-THREE, SHE FOUND A LOT HAD CHANGED. :05</p> <p><i>"Online dating is scary. I mean it's like the perpetual job interview. You have to really be able to put yourself out there."</i> :08</p>
<p>CG: Jody Pinkerton Dated online</p> <p>Shots of Dr. Taylor in consultation with Jody</p>	<p>THE SNAP JUDGMENTS OF MODERN DATING HAVE PROMPTED MORE OLDER DATERS TO SEEK SOME HELP TO LOOK THEIR BEST. :06</p> <p><i>"I have noticed more people coming in over the age of 55."</i> :04</p>
<p>CG: Anne Taylor, MD American Society of Plastic Surgeons</p>	

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<p>Shots of Dr. Taylor talking to Jody</p>	<p>DOCTOR ANNE TAYLOR SAYS MORE AND MORE BABY BOOMERS ARE INTERESTED IN EXPLORING THEIR OPTIONS TO HELP THEM LOOK AS YOUNG AS THEY FEEL.</p>
<p>Graphic: -Nearly 50,000 more cosmetic procedures in those 55 and older</p>	<p>IN FACT, NEW STATISTICS BY THE AMERICAN SOCIETY OF PLASTIC SURGEONS² FINDS THERE WERE NEARLY FIFTY THOUSAND MORE COSMETIC PROCEDURES PERFORMED ON THOSE FIFTY-FIVE AND OLDER IN TWO-THOUSAND-EIGHTEEN THAN THE PREVIOUS YEAR. THIS AGE GROUP ACCOUNTED FOR TWO-THIRDS OF ALL FACELIFTS PERFORMED LAST YEAR, AND THERE WERE ALSO JUMPS IN SURGICAL PROCEDURES LIKE LIPOSUCTION AND BREAST AUGMENTATION. :26</p>
<p>Shots of surgical procedure</p>	
<p>CG: Alan Matarasso, MD President, American Society of Plastic Surgeons</p>	<p><i>“They’re more concerned with the things that aging has changed. So there could be laser type procedures for brown spots or injections that get rid of lines or surgical procedures that lift things.” :14</i></p>
<p>Dr. Taylor (CG’d earlier)</p>	<p><i>“One thing we really notice, especially with phones, is people complaining about their neck because they look down to take their picture or talk on the phone.” :08</i></p>
<p>Shots of Dr. Taylor administering Botox to Jody Shot of Dr. Matarasso with patient</p>	<p>WHETHER IT’S SURGERY OR JUST A SMALL TWEAK, BOARD-CERTIFIED PLASTIC SURGEONS CAN FIND THE RIGHT PROCEDURES FOR EACH PATIENT AND HELP GIVE BOOMERS THE CONFIDENCE TO GET BACK OUT THERE. :09</p>
<p>Dr. Matarasso (CG’d earlier)</p>	<p><i>“They are able to offer you the entire range of treatments based on what your concerns are. It may be a non-surgical treatment. It may be minimally-invasive, smaller surgical procedure, or a surgical procedure.” :14</i></p>
<p>Dr. Taylor (CG’d earlier)</p>	<p><i>“They feel better, they see themselves in a way that that’s how they feel on the inside. Now they project the person they feel on the inside, which is what gives them the confidence.” :11</i></p>
<p>Shots of Jody and husband cooking dinner</p>	<p>THAT’S EXACTLY WHAT IT DID FOR JODY, WHOSE COURAGE TO DATE ONLINE LED HER TO JOE. :04</p>
<p>Jody Pinkerton (CG’d earlier)</p>	<p><i>“We’re still writing our love story. Been married now five months.” :03</i></p>
<p>Shot of Jody and her husband cheers wine glasses</p>	<p>IN COLUMBUS, OHIO, THIS IS BARB CONSIGLIO REPORTING. :03</p>
<p>(PACKAGE END) -----</p>	<hr/> <p>THE DIVORCE RATE AMONG THE BABY BOOMER</p>

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ANCHOR TAG	<p>GENERATION HAS ROUGHLY DOUBLED SINCE THE 1990'S³, WHICH EXPLAINS THE RISE IN DATERS OF THAT AGE.</p> <p>THE SURGE IN COSMETIC PROCEDURES AMONG THIS GROUP IS EXPECTED TO CONTINUE AS THE STIGMA AROUND PLASTIC SURGERY DISSIPATES, AND MORE OLDER AMERICANS SEEK PROCEDURES TO HELP THEM LOOK AND FEEL THEIR BEST.</p>
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SOCIAL MEDIA

<p> Share it! Suggested tweet:</p> <p> Suggested post:</p>	<p>More baby boomers are getting back into the dating game and new stats from @ASPS_News show they're increasingly seeking procedures to help them put their best face forward. http://bit.ly/2Xy5p3Y</p> <hr/> <p>The dating game has changed dramatically for the 20 million baby boomers who are currently using online dating sites, and new statistics by the American Society of Plastic Surgeons shows they're seeking more procedures to help them put their best face forward. http://bit.ly/2Xy5p3Y</p>
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EXTRA BITES

<p>CG: Anne Taylor, MD American Society of Plastic Surgeons</p>	<p>Dr. Taylor says there is a range of procedures to meet patients' goals: <i>"We have so many things that stretch from surgery, of course, all the way through machines and skin tightening and other types of gadgets that we can use, to the injectables, and all come together and fit together to make the best result for each patient."</i> :15</p> <p>Dr. Taylor says boomers want to look the age they feel: <i>"They don't want to be 20 or even 30. They just feel like they're about 10 years younger than they really are, so they say, 'I want to look like I feel and like I feel like I am.'" :12</i></p> <p>Dr. Taylor says first impressions matter on dating sites: <i>"When people are looking on social media and online dating, the first impression can matter because they only get a couple seconds with each one of these views. So they really want to project the best version of themselves."</i> :12</p> <hr/> <p>Dr. Matarasso describes facial procedures to address aging: <i>"As we get into our late 50s and 60s, and even our later 60s, it's inevitable that you're going to get some jowling</i></p>
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CG: Alan Matarasso, MD
President, American Society of
Plastic Surgeons

along the jawline, some fullness in the neck, and so we'll either do a neck lift, which takes care of everything from the jawline down, or we'll consider a facelift if you will, which we now can do through small incisions, which will take everything from the cheekbone to the collar bone back." :22

Dr. Matarasso says patients want to address the signs of aging:
"As people get older, they're more concerned with the things that aging has changed. So there could be laser type procedures for brown spots or injections that get rid of lines or surgical procedures that lift things." :16

Dr. Matarasso says older patients are taking how they age into their own hands:
"They're going to the gym; they're taking continuing education classes, and they're realizing that what we offer as plastic surgeons, whether it's surgical procedures or non-surgical procedures, gives them something that they can achieve on their own to feel better and look better." :16

Jody says cosmetic surgery was the right decision for her:
"I did it for me. It was the best decision I ever did. I'm not going to tell someone that that's perfect for them, or they should do it because I did. I just know that it was the right thing at the right time for me." :13

CG: Jody Pinkerton
Dated online

Jody says cosmetic surgery was something she did for herself:
"For the first time I thought, this is something that I really want to do for me. And it's not an easy decision, really. But once I came to the decision that I wanted to do it, I was completely comfortable with it." :14

Jody says she didn't reflect who she felt she was on the inside:
"I felt like I was not that middle-aged soccer mom who had let herself go after being married." :12

References

¹*Baby Boomers Are Using Internet Dating Websites – 10 Tips*, **Baby Boomer Magazine, May 1, 2019**. Online:
<https://babyboomer-magazine.com/baby-boomers-are-using-internet-dating-websites-10-tips/>

²*2018 Plastic Surgery Statistics*, **American Society of Plastic Surgeons, June 19, 2019**. Online:
<https://www.plasticsurgery.org/news/plastic-surgery-statistics>

³*Led by Baby Boomers, divorce rates climb for America's 50+ population*, **Pew Research Center, March 9, 2017**. Online:
<https://www.pewresearch.org/fact-tank/2017/03/09/led-by-baby-boomers-divorce-rates-climb-for-a-mericas-50-population/>

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