Survey finds demand for cosmetic plastic surgery surges after pandemic

Despite economic uncertainty, more than 3/4 of plastic surgeons report increased business driven by women under 45

*Note: Embargoed until Wednesday August 10, 2022, at 12:01 a.m. Eastern

American Society of Plastic Surgeons		
Produced by: MediaSource www.mediasourcetv.com	To download broadcast-quality video and other multimedia elements: <u>https://bit.ly/3zDUATf</u>	
Package Length: 1:44	Content provided by: American Society of Plastic Surgeons	

NEWS PACKAGE	
SUGGESTED TEASE	AMID THE STRESS OF THE PANDEMIC, MORE AMERICANS ARE INVESTING IN SOMETHING TO HELP THEM LOOK AND FEEL THEIR BEST. COMING UP, WHAT'S BEHIND THE SURGE IN DEMAND FOR COSMETIC SURGERY.
ANCHOR LEAD	EVEN AMONG RECORD INFLATION AND AN UNCERTAIN ECONOMIC CLIMATE, THERE'S ONE INDUSTRY THAT HAS SEEN A MAJOR SURGE SINCE THE COVID-19 PANDEMIC. PLASTIC SURGEONS SAY MORE PEOPLE ARE SEEKING PROCEDURES TO LOOK BETTER ON THOSE VIDEO CONFERENCES OR SIMPLY TO DO SOMETHING FOR THEMSELVES AMID THE STRESS OF THE PANDEMIC. BARB CONSIGLIO HAS THE DETAILS ON THE WHAT MAY BE BEHIND THE DEMAND FOR PLASTIC SURGERY.
CG: Courtesy: American Society of Plastic Surgeons	(Nats - Sound) :02
:00 - :03	WHEN COVID HALTED THEIR BUSY LIFESTYLE, MEGAN GILBERT AND HER FAMILY TOOK IT AS AN
Shots of Megan and her family	OPPORTUNITY TO FOCUS ON THEIR HEALTH. AND WHILE SHE FELT BETTER ON THE INSIDE,
Shots of Megan looking in mirror	MEGAN STILL HAD SOME INSECURITIES ABOUT WHAT SHE SAW IN THE MIRROR. THE OPTION TO WORK FROM HOME, COMBINED WITH THE MONEY SAVED ON THINGS LIKE EATING OUT AND TRAVELING DURING THE PANDEMIC ALLOWED HER TO OPT FOR A BREAST AUGMENTATION AND LIFT. :18
CG: Megan Gilbert Plastic surgery patient	<i>"It worked out perfectly to do it, because it didn't take away from my work life, but it really didn't take away from</i>

	<i>my home life either. It meshed well together and gave me the time to do it." :10</i>
Shots of Megan in consultation with Dr. Basu (blur for graphic) Plastic Surgeon Survey: -¾ report more business than before the pandemic -30% report business has at least doubled	MEGAN'S NOT ALONE. THE AMERICAN SOCIETY OF PLASTIC SURGEONS POLLED ITS MEMBER SURGEONS NATIONWIDE AND FOUND MORE THAN THREE-QUARTERS OF COSMETIC-FOCUSED PLASTIC SURGERY PRACTICES ARE SEEING MORE BUSINESS THAN BEFORE THE PANDEMIC, AND THIRTY PERCENT REPORT THEIR BUSINESS HAS AT LEAST DOUBLED — WITH NO SIGNS OF SLOWING DOWN. :16
CG:Bob Basu, MD American Society of Plastic Surgeons	"People are traveling again, they're opting for vacations. And I initially thought that we would see a decrease in demand for cosmetic services, and that's not been the case. We're actually still seeing very high demand." :12
Shots of surgery (blur for graphic) Plastic Surgeon Survey: -Women 31-45 most likely to request popular procedures -% surgeons report more requests for combination procedures	SURGEONS REPORTED THAT WOMEN UNDER THE AGE OF FORTY-FIVE WERE BY FAR THE MOST LIKELY TO REQUEST POPULAR PROCEDURES LIKE BREAST AUGMENTATIONS, LIPOSUCTION AND TUMMY TUCKS, AND FOUR OUT OF FIVE SURGEONS SAY MORE PATIENTS ARE REQUESTING A COMBINATION OF PROCEDURES FOR LONGER LASTING RESULTS WITH JUST ONE POST-SURGICAL RECOVERY. :17
Dr. Basu (CG'd earlier)	<i>"I think there's something that's happened in terms of the cultural values in terms of aesthetics and wellness in this country that we haven't seen before. And I think people are recognizing, hey, it's okay for me to do something for myself." :13</i>
Shots of Megan going out to jog	FOR MEGAN, IT'S HELPED HER STICK WITH HER HEALTHY CHANGES AND BE AT HER BEST FOR HER FAMILY. :04
Megan Gilbert (CG'd earlier)	<i>"Having that confidence and feeling better about myself, it portrays to the people around me and in my home life, my family, my work life, because I'm happier. So we're all happier." :</i> 12
Shot of Megan jogging (PACKAGE END)	IN HOUSTON, THIS IS BARB CONSIGLIO REPORTING. :02
ANCHOR TAG	OTHER PLASTIC SURGERY PROCEDURES ARE UP AMONG ALL AGE GROUPS AND GENDERS, TRENDS THAT ARE DOCUMENTED IN THE INAUGURAL A-S-P-S INSIGHTS AND TRENDS REPORT. AS DEMAND REMAINS HIGH, EXPERTS ENCOURAGE THOSE CONSIDERING A COSMETIC PROCEDURES TO ACT EARLY, AS ABOUT FORTY

	PERCENT OF SURGEONS REPORTED LONGER WAIT TIMES THAN BEFORE THE PANDEMIC. THEY ALSO STRESS THAT SEEKING OUT A BOARD-CERTIFIED PLASTIC SURGEON, WHO COMPLETES RIGOROUS TRAINING AND UNDERGOES ONGOING EDUCATION, IS NOT ONLY CRITICAL TO ACHIEVING YOUR DESIRED RESULTS, BUT TO ENSURE SURGERY IS PERFORMED AS SAFELY AS POSSIBLE.
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SOCIAL MEDIA

Share it! Suggested tweet:	A national survey of plastic surgeons by <u>@ASPS_News</u> finds most practices are seeing higher demand for cosmetic procedures than before the pandemic, with about a third reporting that their business has at least doubled. And there are no signs of slowing down. <u>https://bit.ly/3zDUATf</u>
Suggested post:	Whether it's the money saved on travel and eating out or the increased ability to work from home, a new survey of plastic surgeons by <u>American Society of Plastic</u> <u>Surgeons</u> finds more Americans are seeking cosmetic procedures. More than 3/4 of plastic surgeons report more demand than before the pandemic with 30 percent reporting their business has at least doubled. <u>https://bit.ly/3zDUATf</u>

EXTRA BITES

	Basu explains why more millennials are seeking plastic surgery: "I think the reason why millennials are very sophisticated in terms of getting the information they want, they share their experiences with other people through social media platforms or other methods. And so these procedures are no longer taboo, they're actually relatable, they're accessible." :18
CG: Bob Basu, MD American Society of Plastic Surgeons	Basu says more patients are seeking combination procedures: "We did see patients really asking for a lot of procedures at once. Of course, we had to counsel them to make sure what's safe. We have to look at their medical history. Sometimes doing more procedures is not a good idea, so that's where the discussion comes into play with a board-certified plastic surgeon. But yes, we definitely saw patients wanting more combined procedures." :19
	Basu says it is important to seek a board-certified plastic surgeon: "Being strategic about your decisions and meeting with a board certified plastic surgeon who's a member of the American Society of Plastic Surgeons, is really the first step, because you really want to make sound decisions with good information from a great surgeon." :12

CG: Bob Basu, MD American Society of Plastic Surgeons	Basu recommends planning ahead due to increased demand: "It's really important to have that discussion way in advance, so you can plan ahead accordingly. Not just for your recovery, but be also fully healed so that you can enjoy that trip or that major event without any impediments." :11 Basu says the surge in business post-COVID was surprising: "With COVID we prepared for the worst. But when we were able to open, we were pleasantly surprised with the incredible surge of demand for our cosmetic services, both the surgical services, as well as the noninvasive services." :13
CG: Megan Gilbert Plastic surgery patient	Megan says she wants her confidence to resonate with her kids: "I don't want to have a lack of confidence in front of my kids because I want them to be happy and secure in their life and in who they are, and if they don't see me that way, it's hard for them to be that way." :12 Megan explains why she sought a board-certified plastic surgeon: "I wanted somebody that was highly trained, that had done a multitude of these surgeries before, had the proof. If there was something that was going to go wrong during the surgery, he would know how to handle it." :12
	Megan says she wanted to return to normal life after surgery: "I wanted to make sure that I would still be able to jog again, to exercise again, to have a normal life with my kids. It wasn't something that was going to affect that, but still just put me back the way I was previously before the weight loss and having kids" :15

Video content provided by: American Society of Plastic Surgeons Contact: (847) 228-3333

Produced by:



1800 West 5th Ave. Columbus, Ohio 43212 Phone: (614) 932-9950 Fax: (614) 932-9920 <u>www.mediasourcetv.com</u>