

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
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Package Length: 1:44

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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.

(PACKAGE START) -----

CG: Courtesy: American Society of Plastic Surgeons
:00 - :03

(Nats - Sound) :02

Shots of Megan and her family

WHEN COVID HALTED THEIR BUSY LIFESTYLE, MEGAN GILBERT AND HER FAMILY TOOK IT AS AN OPPORTUNITY TO FOCUS ON THEIR HEALTH.

Shots of Megan looking in mirror

AND WHILE SHE FELT BETTER ON THE INSIDE, 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

"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

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<p>Shots of Megan in consultation with Dr. Basu (blur for graphic)</p> <p>Plastic Surgeon Survey: -¾ report more business than before the pandemic -30% report business has at least doubled</p> <p>CG:Bob Basu, MD American Society of Plastic Surgeons</p> <p>Shots of surgery (blur for graphic)</p> <p>Plastic Surgeon Survey: -Women 31-45 most likely to request popular procedures -¾ surgeons report more requests for combination procedures</p> <p>Dr. Basu (CG'd earlier)</p> <p>Shots of Megan going out to jog</p> <p>Megan Gilbert (CG'd earlier)</p> <p>Shot of Megan jogging</p> <p>(PACKAGE END) -----</p> <p>ANCHOR TAG</p>	<p><i>my home life either. It meshed well together and gave me the time to do it.” :10</i></p> <p>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</p> <p><i>“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</i></p> <p>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</p> <p><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></p> <p>FOR MEGAN, IT'S HELPED HER STICK WITH HER HEALTHY CHANGES AND BE AT HER BEST FOR HER FAMILY. :04</p> <p><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.” :12</i></p> <p>IN HOUSTON, THIS IS BARB CONSIGLIO REPORTING. :02</p> <hr/> <p>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.</p> <p>AS DEMAND REMAINS HIGH, EXPERTS ENCOURAGE THOSE CONSIDERING A COSMETIC PROCEDURES TO ACT EARLY, AS ABOUT FORTY</p>
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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

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