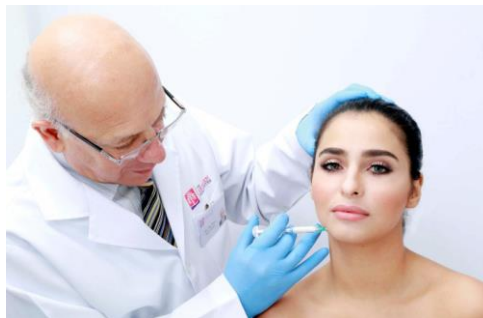


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Interest in cosmetic procedures continue to rise

Social media vanity seen to lead the key drivers of growth

Endoscopic plastic surgery among new advances that contribute to popularity of cosmetic procedures

Abu Dhabi, United Arab Emirates; July 26, 2015: Looking good has never been more important than in this era of social media. Vanity images are all over online networking sites, somehow making people become more conscious of their looks, and, doctors say, these are driving the rise of cosmetic surgery procedures performed in recent times.

A poll by the American Academy of Facial Plastic and Reconstructive Surgery found that one in three plastic surgeons reported a rise in requests for cosmetic procedures as patients are dissatisfied with their own image on social media. Members surveyed reported a 10 per cent increase in nose jobs in 2013, a 7 per cent rise in hair transplants and a 6 per cent growth for eyelid surgery.



On a global scale, the International Society of Aesthetic Plastic Surgery (ISAPS) also reported a growing interest in cosmetic procedures with more than 23 million surgical and non-surgical cosmetic procedures performed worldwide in 2013. Breast augmentation

(1,773,584) and Liposuction (1,614,031) topped the list of cosmetic surgical procedures that year, while Botulinum Toxin was the leading non-surgical procedure.

Dr. Nic Isse, Plastic Surgeon at The American Surgecenter in Abu Dhabi, said that recent breakthroughs and cutting edge-technologies are also triggering the popularity of cosmetic surgery. An American Board certified Plastic Surgeon with over 33 years of experience, Dr. Isse is a pioneer in endoscopic facial plastic surgery, having founded the Endoscopic Plastic Surgery Educational Seminars (EPSES). According to experts, endoscopic facial plastic surgery is one of the newest and most exciting techniques in this field.

“The use of endoscope was once limited to orthopaedic surgery and gynaecology. However, recent progress in the medical field has allowed us plastic surgeons to use the same device in several cosmetic procedures such as facelifts and breast augmentation. The biggest benefits for this are reduced or no scarring because there will be less conspicuous incisions, and in many cases, shorter recovery times,” Dr. Isse explained.



Dr. Isse likewise observed that aesthetic procedures for the body are gaining ground as a result of the growth in weight loss surgeries. After patients lose a significant amount of weight, loose and sagging skin are left behind. These are common on the lower waist, thighs and the arms, which to most patients cause much them embarrassment and in turn make them unhappy about the weight loss.



“Loose skin is a common problem after massive weight loss, unfortunately, the skin has very limited ability to tighten, and at this point cosmetic procedures can be considered to address the issue,” Dr. Isse said.

A report by the American Society of Plastic Surgeons (ASPS) confirmed that in 2014 body contouring procedures grew at their fastest rate in four years, a direct impact of the increase in the number of bariatric surgeries in the US. Statistics from the ASPS revealed that breast lift, lower body lift, thigh lift, tummy tuck and upper arm lift are some of the most popular types of plastic surgery associated with massive weight loss.



Another interesting trend that has been observed was that the male population in the UAE are now turning to plastic surgery to enhance their looks. The Emirates Medical Association found that 47 per cent of the total number of people who had cosmetic surgery last year were men, which translates to an approximate AED 300 million expenditure on various surgical procedures, including liposuction, rhinoplasty and face lifts.

The American Surgecenter offers a comprehensive list of plastic surgery procedures and non-surgical aesthetic services to help patients achieve their individual appearance goals. It is located on 12th Street (Mubarak Bin Mohammad Street), Villa 408, Al Rawdah Area, Abu Dhabi. Telephone number +9712 4430909.

www.theamericansurgecenter.com