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LESS COMMON PROCEDURES, LESS COMMON THAN THOUGHT

Despite media reports, Survey shows that few are having "Fringe Procedures"

Chicago, IL (July 29, 2009) – The American Academy of Cosmetic Surgery announces the results of its 2009 Less Common Cosmetic Procedures consumer survey. While the media has coined these cosmetic procedures as ‘fringe’ and made it seem that they are in high demand, it is important to clarify the facts. The results reveal that less common cosmetic procedures are generally over-hyped and over-analyzed.

According to survey results, procedures such as bicep or tricep implants, calf implants, buttock implants, lip implants, penile enlargement and vaginal rejuvenation are performed significantly less than other cosmetic procedures. Only 1.6% of respondents reported ever having a less common cosmetic procedure. That number is significantly small and lacks the evidence of a growing trend. When respondents were asked to report what kind of less common cosmetic surgery procedure they had performed, the most common response was eyelash restoration (42.9%) and bicep or tricep implants (28.6%).

“This survey highlights that even though there has been increased attention on these procedures, the numbers prove that the trend is minimal at this point in time,” said Dr. Patrick McMenemy, MD, President of the AACS. Although ‘fringe’ procedures are underperformed, safety still needs to be a priority.

When asked about concerns regarding less common cosmetic procedures, the majority of respondents indicated they were most concerned about safety (88.8%) and cost (81.8%).

Information on choosing a cosmetic surgeon and important questions to ask before having cosmetic surgery can be found on the AACS website, at www.cosmeticsurgery.org. The survey results and doctor interviews are available by contacting the Academy.

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The American Academy of Cosmetic Surgery is a professional medical society whose members are dedicated to patient safety and physician education in cosmetic surgery. Most members of the AACS are dermatologic surgeons, facial plastic surgeons, head and neck surgeons, general surgeons, oral and maxillofacial surgeons, plastic surgeons, or ocular plastic surgeons – all of whom specialize in cosmetic surgery. AACS is an organization that represents all cosmetic surgeons in the American Medical Association through its seat in the AMA House of Delegates.