

The results are In: trends in facial plastic surgery revealed

We are all looking to enhance the appearance of our face. Our selections, timing, and motivations vary in how we seek that improvement. A recent survey conducted for the American Academy of Facial Plastic and Reconstructive Surgery (AAFP RS) reports on the what, who, when, and why of trends in facial plastic surgery.

What?

The number one procedure performed was blepharoplasty or eyelid surgery. Procedures that follow close behind in popularity are rhinoplasty or nasal surgery, facelifts, laser resurfacing, and hair replacement. Rhinoplasty including cosmetic and functional has increased by 79 percent since 1997, with AAFP RS responding member surgeons each performing an average of 88 rhinoplasty procedures in 1999. Skin cancer reconstruction was the most frequently performed reconstructive procedure for men and women.

Who?

The survey reported gender differences in procedure preference and the total number of women versus men that had procedures. Eight out of ten procedures were performed on women in 1999. Hence, women are having four times (79 percent) more cosmetic facial plastic surgery than men. This number has increased by 14 percent since 1997. Women are most likely to have blepharoplasty (eyelid surgery), rhinoplasty, facelifts, laser resurfacing, and forehead lifts. Two of the most commonly performed non-surgical procedures for women were chemical peels and filler injections. More men than women come to their facial plastic surgeon for skin cancer reconstruction. They favor rhinoplasty, blepharoplasty, hair transplants, facelifts, and laser resurfacing.



When?

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Why?

AAFP RS surgeons report that all patients cite the same reason for decision of surgery: to look younger and to enhance his or her appearance. Roughly 36 percent of men and 18 percent of women also report work related reasons for seeking facial plastic surgery. This survey was conducted by Withlin Worldwide for the AAFP RS, the world's largest association of surgeons with over 2,600 members who specialize exclusively in plastic and reconstructive surgery of the face, head, and neck

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