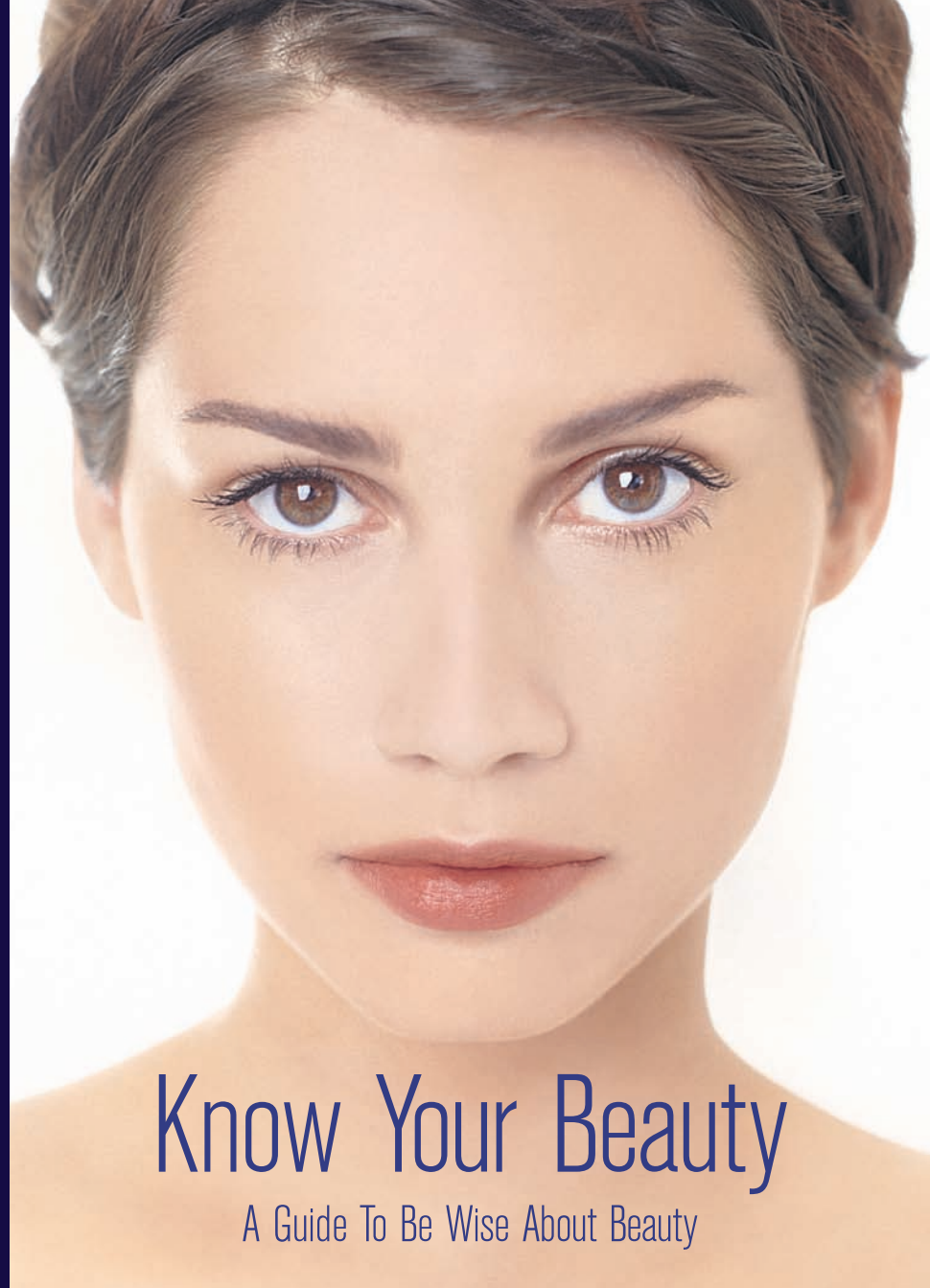


[www.bewiseaboutbeauty.org](http://www.bewiseaboutbeauty.org)



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# Know Your Beauty

A Guide To Be Wise About Beauty

## Table of Contents:

- Introduction ..... p1
- Cosmetic Surgery Statistics ..... p2
- Myths and Facts About Cosmetic Surgery ..... p3
- Doctor/Patient Q&A ..... p4

Today men and women from virtually all walks of life are turning to cosmetic surgery as a way to bring their personal visions of beauty to life. But, with so much information out there – how do you know what's best?

To help you navigate your personal way to beauty, the American Academy of Cosmetic Surgery (AACS) launched the Be Wise About Beauty campaign to arm you with the facts about cosmetic surgery, patient safety and the qualifications of practitioners so that you can make informed decisions about cosmetic enhancement.

Read on to learn more about cosmetic surgery, common misconceptions and questions you should ask your doctor. To learn more about the campaign visit [www.bewiseaboutbeauty.org](http://www.bewiseaboutbeauty.org). While you're visiting the site, take the Be Wise About Beauty "Beauty Monitor Quiz" and find out if cosmetic surgery is right for you.

### About Cosmetic Surgery

It might be hard to believe, but cosmetic surgery and plastic surgery are not the same. For years, people have interchanged the terms "plastic surgery" and "cosmetic surgery" creating confusion and misconceptions about the two specialties. So what's the difference between cosmetic and plastic surgery?

Cosmetic surgery is the surgery of appearance. It is elective and focuses on the aesthetics of beauty, while plastic surgery focuses on repairing and reconstructing an area of the body that has a defect or has been damaged.

The next time someone tells you that they've had a cosmetic enhancement ask them whether it was elective and if it was for aesthetic purposes. If so, they had cosmetic surgery.

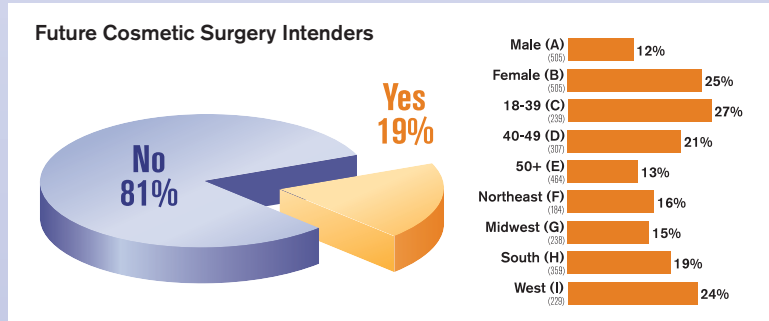


## Cosmetic Surgery Statistics

Following are statistics from the 2006 Consumer Survey\* conducted by the American Academy of Cosmetic Surgery. If you find that you share any of the concerns reflected in the responses, or if it prompts you to have questions of your own about cosmetic surgery, talk to your doctor.

### Cosmetic Surgery Is On The Rise:

- Nearly 20% of the population aspires to have cosmetic surgery in the future.



### No Pain, No Gain:

- Only 18% of prospective patients cite fear of pain as a reason for foregoing cosmetic surgery. Instead, cost is what discourages 54% of people from having a cosmetic procedure.
- Looking unnatural or fake comes in at a strong second with 48% of the vote, while fear of not liking the outcome comes in at 27%.

### Patient Influence and Decision Making:

- Five in six people agree that personal appearance is key to professional success.
- 83% of women (70% of men) say that no one influences their decisions on appearance other than themselves. However, 25% of men say that a significant other would influence their decisions on appearance.

### Consumer Confusion on Practitioners and Qualifications:

- Nearly half of all prospective patients do not know the difference between a cosmetic surgeon and a plastic surgeon.

\*The AACCS Consumer Survey was conducted by Synovate, Inc., and included a total of 1,510 representative interviews. Additional survey methodology and statistics can be obtained by contacting the American Academy of Cosmetic Surgery or visiting [www.bewiseaboutbeauty.org](http://www.bewiseaboutbeauty.org).

## The Myths and Facts About Cosmetic Surgery

It's time to test your beauty savvy. Below are some common myths and facts about cosmetic surgery. Count how many you get right.

1. Cosmetic surgery and plastic surgery are one and the same
2. Cosmetic procedures such as Botox®, microdermabrasion and liposuction are increasingly popular among men
3. Tumescent liposuction (widely regarded as the best type of liposuction) was developed by a cosmetic surgeon
4. Breast implants increase your risk of getting breast cancer
5. Cosmetic surgeons are qualified to conduct cosmetic surgery

### Answers

1. **Myth:** The terms "plastic surgery" and "cosmetic surgery" are not interchangeable. Confusion about the terms has led to public misconceptions about the two specialties. Cosmetic surgery is the surgery of appearance. It is elective and focuses on the aesthetics of beauty.
2. **Fact:** More and more men are seeking cosmetic surgery. According to the American Academy of Cosmetic Surgery's 2005 procedural survey, the top five most popular procedures among men are Botox, hair transplantation/restoration, laser hair removal, microdermabrasion and liposuction, in that order.
3. **Fact:** Tumescent liposuction was developed by a cosmetic surgeon – in this case, a dermatologist.
4. **Myth:** The Institute of Medicine (IOM) found evidence that breast implants do not cause breast cancer or the recurrence of breast cancer. However, it's still essential to undergo routine screening for breast cancer – breast self-exams, mammograms and clinical breast exams – just as you would if you didn't have breast implants.
5. **Fact:** Cosmetic surgeons are dedicated to the art of cosmetic surgery. Their strong knowledge base, high level of training and practical experience make them among the most qualified physicians to perform cosmetic procedures. In fact, Botox, laser technology and tumescent liposuction were developed by ophthalmologists and dermatologists.

*For a list of additional cosmetic surgery myths and facts, visit [www.bewiseaboutbeauty.org](http://www.bewiseaboutbeauty.org).*

## Doctor/Patient Q&A

To be wise about beauty you need all of the facts about practitioners and their qualifications. The American Medical Association (AMA) recommends that patients choose a health care provider based on his or her training, education, experience and demonstrated practice history. Ultimately, you need to choose a physician based on the procedure you are considering.

Before committing to a physician you should know the following:

- How often he or she performs the procedure you're interested in having
- His or her training in that particular area
- The level of patient satisfaction (this should include reviewing before and after photographs from past surgeries)

Below are some additional questions and answers that will help you select the right physician for you.

### What are the benefits of having a cosmetic surgeon perform cosmetic procedures?

Cosmetic surgeons are dedicated to the art of cosmetic surgery. Their strong knowledge base, high level of training and practical experience make them among the most qualified to perform safe and proper cosmetic procedures. Cosmetic surgeons also offer a unique, multidisciplinary approach to patient care that brings breadth and depth of expertise to the field.

### What does it mean if a physician is board certified?

Being board certified means that a physician has successfully completed an approved education and training program and a rigorous evaluation process designed to assess the knowledge, skills and experience necessary to provide quality patient care in that specialty. In the case of cosmetic surgery, the American Board of Cosmetic Surgery (ABCS) is the only board that certifies physicians exclusively in the field of cosmetic surgery.

### Are cosmetic surgeons board certified?

"Fellow" members of the American Academy of Cosmetic Surgery (AACS) must be board certified by an American Board of Medical Specialties (ABMS)-approved surgical specialty or the American Board of Cosmetic Surgery (the only board that certifies physicians exclusively in the field of cosmetic surgery). It is important to note that residency training alone cannot ensure adequate training in cosmetic surgery. Physicians develop their cosmetic surgical skills through post-residency training and experience.

### What is the American Board of Cosmetic Surgery? And what are the qualifications?

The American Board of Cosmetic Surgery (ABCS) is the only board that certifies physicians exclusively in the field of cosmetic surgery. It offers an independent subspecialty board exam that certifies physicians in general, facial and dermatological cosmetic surgery.

Eligibility requirements include:

- Being certified in one of several American Board of Medical Specialties (ABMS) Boards or the American Board of Oral and Maxillofacial Surgery
- Completing an AACS-approved cosmetic surgery fellowship or being in practice a minimum of six years and having performed no fewer than 1,000 cosmetic surgery procedures
- Passing a stringent two-day oral and written examination
- Being of good moral character

*For a list of additional questions to consider when selecting a physician, visit [www.bewiseaboutbeauty.org](http://www.bewiseaboutbeauty.org).*

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