Plastic Surgery Today

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Definition

What is plastic surgery?
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- **Cosmetic**
  - Reshapes the body
  - Improves appearance and self esteem
  - For patients with a positive outlook and realistic expectations

- **Reconstructive**
  - Performed on abnormal structures of the body
  - Needed for congenital defects, trauma, tumors, disease, etc.
  - Examples: breast reconstruction, cleft lip/palate
2011 Plastic Surgery Stats

- Top cosmetic surgical procedures
  1. Breast augmentation (307,180)
  2. Nose reshaping (243,772)
  3. Liposuction (204,702)

- Top cosmetic minimally-invasive procedures
  1. Botulinum Toxin Type A (5.6 million)
  2. Soft tissue fillers (1.8 million)
  3. Chemical peel (1.1 million)
2011 Plastic Surgery Stats

- Top reconstructive procedures
  1. Tumor removal
     - 4.2 million
  2. Laceration repair
     - 303,000
  3. Maxillofacial surgery
     - 195,000
“Do Your Homework”
Patient Safety Campaign

- TV public service announcement
- Radio public service announcement
- Print advertisements in airline magazines
- Media relations campaign
- Facebook landing page

Anyone can wear a white coat.

Not everyone is board certified in plastic surgery.
American Society of Plastic Surgeons
"How-To" PSA

30 Seconds
Breast Reconstruction Campaign

- 7 out of 10 women don’t know what their breast reconstruction options are after mastectomy.
- Team Approach
- Coming Soon: BRA Day in October
For more information

- www.plasticsurgery.org
- www.facebook.com/PlasticSurgeryASPS
- @ASPS_News
Questions?