

WRITTEN BY MARY JO BLACKWOOD, R.N., MPH

The Million Dollar Woman

As part of a series to keep our readers informed on plastic surgery trends around the country, we have again queried high-profile physicians about cosmetic procedures and evolving consumer attitudes.



Dr. Mark Jewell

is the new president of the American Society of Aesthetic Plastic Surgery (ASAPS) and practices in Eugene, Ore. As co-chairman of the Breast Implant Task Force, he testified at FDA hearings and is featured in the physician-researched and -published, *America's Top Doctors*.



Dr. Garth Fisher

practices in Beverly Hills, Calif., and was the first plastic surgeon on ABC's hit series, *Extreme Makeover*. His busy practice includes entertainers and celebrities from around the world. He has been frequently consulted by news outlets, including *Oprah*, *CNN*, *The Today Show* and the Discovery Channel.



Dr. Shaun Parson

is a plastic and reconstructive surgeon practicing in Scottsdale, Ariz. Currently chief of plastic and reconstructive surgery at Scottsdale Healthcare Shea Hospital and an associate professor of surgery at the University of Arizona, he trains surgeons for the Mayo Clinic.

Q: How often do patients return for additional cosmetic procedures after their first surgery, and is it usually to enhance a different feature?

MJ: Patients find value in serial episodes of cosmetic procedures over a lifetime. For instance, they may have breast augmentation when they are younger, then come back later for eyelid surgery and Botox. Some patients come in initially for skin care and then move up to surgery later. It reaffirms the value of smaller, incremental procedures. My practice has a high percentage of ongoing patients because we keep in touch with them and build relationships.



GF: Happy people come back often. A good doctor invested in his patients looks for a need he can address that will help them.

SP: For small procedures such as Botox or collagen, the percentage of returning patients is 70 to 80 percent. Patients who have surgical procedures come back 60 percent or more. They may have liposuction and then come back for a breast lift. In the Southwest, cosmetic surgery has become so much more acceptable, especially among men. People are staying in the workforce longer and competing with younger workers. Especially in sales, attractive people are more successful.

Q: What do you think about shows like *Nip/Tuck*, *The Swan*, and *Extreme Makeover*? How have they changed consumer perceptions?

MJ: There have been positive and negative effects. These shows have raised awareness of the possibilities of cosmetic and reconstructive procedures. The power to transform has been demonstrated. The downside is that there may be an unrealistic perception that these procedures will change your life. We really don't want to operate on someone for eight to 10 hours at a time for an elective procedure.

GF: All of these shows have had an effect. Where *Nip/Tuck* is purely entertainment, *Extreme Makeover* has raised awareness in a positive way. It doesn't take advantage of the patient, and it's a good show for the image of plastic surgery. The plastic surgery and cosmetic dentistry markets increased 30 percent after that show.

SP: They are all different. I was asked by MSNBC to comment on *Nip/Tuck*. If you take it at face value, it's OK entertainment. *Extreme Makeover* is great and not too different from something you'd see on the Discovery Channel. When it first aired, people started coming in wanting more procedures at once, so we had to mandate regulations to maintain patient safety. *The Swan* is a problem because it's a beauty contest.