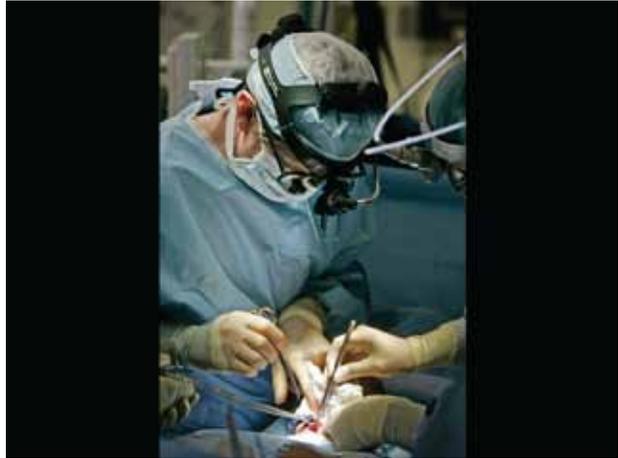


More men and women are getting rid of the double chin



There's a surprising new trend in plastic surgery that's attracting both women and men.

Chin implants are on the rise.

As a manager for a major software company, Lizette Stephens often finds herself face-to-face with people all over the world.

She loves how technology keeps her in touch, but she didn't always like how it made her look.

Lizette says, "I noticed that the double chin was very pronounced. And it really, really bothered me."

So she did something about it. After meeting with plastic surgeon Dr. Darrick Antell, she joined a growing number of people who are opting for chin implants.

Dr. Antell, with the American Society of Plastic Surgeons says, "The availability of cell phones and digital video lets you see your appearance immediately. We're much more aware of how we look and we're much more critical of ourselves."

Experts say that may be part of the reason chin implants saw the biggest surge of any type of cosmetic procedure in the last year.

According to the American Society of Plastic Surgeons, chin implants shot up 66% in women and 76% in men. That's more than breast implants, Botox and liposuction combined.

On average, there was a chin implant surgery every 25 minutes in the u-s, and the biggest increase came in people over age 40.

That's not surprising to Dr. Antell, who says whether they're getting them to accelerate their careers or slow down the aging process, chin implants are an attractive option.

It worked for Lizette. After years of shying away from seeing herself on screen, she now sees herself in a whole new light.