

## Cosmetic Surgery in the Recession

By Dr. Jacob D. Steiger

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(HealthNewsDigest.com) - We have seen that the recession has been a strong catalyst of change and has also acted as a magnifying glass in re-examining significant areas of life ranging from health, work and personal appearance. So, when faced with the question of, "Should people consider cosmetic surgery to enhance their appearance, even in bad economic times", the answer is "absolutely."

What I find in my practice, now more than ever, is that cosmetic surgery offerings, whether they are full procedures or minimally invasive options, can boost self-esteem and give a true sense of renewed confidence. This invaluable confidence is giving clients the edge they need to not only compete in a highly competitive job market but maximize social networking opportunities and help them feel comfortable and confident in any situation.

With the job market as fiercely competitive as it is right now, who doesn't need an edge to make a strong and positive impression that would help them stand out above the crowd and make potential employers remember them? The fact is, the face we present to the world affects our self-esteem and influences our personal and professional lives. The way someone looks is very much a part of the way they feel, think and react to others around them. Cosmetic surgery lets someone change only what they want to improve and provides them an avenue to enhance their personal appearance and feel better about themselves in every aspect of their life.

It is perfectly normal for anyone to want to look more attractive and both men and women alike are choosing to capitalize on the opportunity of some downtime to improve their individual look or select procedures to make them appear younger as they continue to search for a job during such a competitive time.

The number of men opting for cosmetic procedures to enhance their appearance has grown over the last few years as they now have to compete with younger men for top jobs. Surgery which corrects crow's feet, under eye bags, a sagging neck and hooded eyelids have become popular with the male demographic because it can make men look younger and more alert. Additionally popular, are rhinoplasty (nose re-shaping), specialized facelifts and otoplasty (ear pinback) as well as the many procedures that are non-surgical and can be done over a lunchtime such as lasers to treat blemishes or veins and skin resurfacing to remove lines. Cosmetic surgery isn't just for women anymore and we are seeing a larger number of men being prompted by their wives to realize that there is no reason they shouldn't look their

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best in business and at home.

People also want to look good to feel better about themselves during challenging times to help counteract the emotional stressors of life often found during a downtime or recession. Feeling that you look good is proven to positively change your entire mental state so having work done, whether it be through a lower cost and non-invasive procedures such as botox or dermal fillers like, restylane or juvederm to name a few or through a more involved surgical procedure such as having a facelift, rhinoplasty, or an eyelid lift has shown to give patients an internal happiness and improve their overall outlook on life.

To prove the point, less invasive and costly procedures such as dermal fillers and even facial fat transfer both of which are substantially less in price have increased by 5-8% overall in the cosmetic surgery industry this year over last year. As the economy bounces back, patients will be in a better position for what their future holds for their overall cosmetic surgery purchases but as for now we are seeing that a refreshed look equals a fresh outlook in a challenging time.

Cost for procedures range from a few hundred dollars for non-invasive treatments such as botox to \$4,000-20,000 for more involved surgical procedures however it is a mistake to apply a one size fits all standard approach. Each patient should be analyzed by a qualified specialist and the best procedure selected for their personal goals should be used. The approach should be tailored and customized to each individual based on their aging pattern and what the ultimate desired outcome is for them.

Last but not least, it is important to note that banks have not stopped loaning for cosmetic procedures. Financing for cosmetic surgery has become increasingly popular with minimal to no finance charges for up to 18 months.

#### ABOUT JACOB D. STEIGER, M.D. & STEIGER FACIAL PLASTIC SURGERY

An accomplished, Ivy League-trained physician, Dr. Jacob D. Steiger specializes exclusively in plastic surgery of the face. His areas of expertise include facial rejuvenation procedures (facelift, brow lift, fat grafting, chemical peels), rhinoplasty and revision rhinoplasty, blepharoplasty (eyelid surgery), otoplasty (ear pinback), scar revisions, and facial MOHS reconstruction. Among the advanced techniques he offers are vertical facelifts, which utilize a three-dimensional approach to correct lax skin and ligaments while restoring facial volume with fat micrografting, and deep plane facelifts, which treats the underlying tissue layers and muscles to provide a longer-lasting rejuvenation benefit. The surgical services Dr. Steiger provides are complemented by a number of non-surgical interventional procedures, including facial fillers, Botox treatments, the full range of skin resurfacing options and liposculpturing.

Dr. Steiger is one of only a handful of physicians in South Florida who dedicates his practice solely to plastic surgery of the face and nose. Dr. Steiger passed rigorous testing by the American Board of Facial Plastic Surgery and is a diplomat of the American Academy of Facial Plastic and Reconstructive Surgery. He is also board-certified by the American Board of Otolaryngology-Head and Neck Surgery.

Dr. Steiger's practice is located at 4675 Linton Boulevard, Suite 200 in Delray Beach, Florida. Office hours are 9 a.m. to 5 p.m. Monday through Friday. Saturday appointments may be arranged on request. For more information, call 561-499-9339, toll-free at 866-994-FACE (3223) or visit [www.drsteiger.com](http://www.drsteiger.com).

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