

Changes in Plastic Surgery

It is a great pleasure for me to present a monthly feature for *TOPS in Lexington* magazine. My goal will be to share information with you about plastic surgery, much of which will be based on actual questions we receive from our patients and prospective patients. I was fortunate to enter private practice in 1998, just prior to the explosive growth of the industry. Let me tell you, a lot has changed over the last 15 years! But, why?

My practice has always focused on cosmetic surgery. While that may not seem unusual now, it was, at the least, uncommon more than a decade ago. At the time, cosmetic surgery was not embraced by the general public and was a topic about which few individuals would speak openly. I believe much of the change which has occurred is due to the popularity of television shows which have taken the stigmata out of having plastic surgery. In fact, the complete opposite extreme frequently exists now where patients embrace the fact that they have had cosmetic surgery and speak openly about it. Data from the American Society for Aesthetic Plastic Surgery 2012 statistics indicate an 80% increase in surgical procedures since 1997.

Good surgery requires good anesthesia and I would propose that this is one of the key elements in the increased popularity of cosmetic surgery. I am fortunate to have the benefit of working in a facility which provides state-of-the-art anesthesia services in a safe and comfortable environment. Modern anesthetics are very short acting. When the surgery is completed, the anesthetic is turned off; the patient wakes up rapidly, and feels good. We rarely encounter problems with nausea and other side effects which were common a decade or two ago.

Minimally invasive surgery has been one of my interests since I first witnessed the dramatic difference between an old fashioned gall bladder operation and the minimally invasive laparoscopic version during my general surgery training. Any time we have the ability to accomplish an effective surgical change through minimal incisions and with less down-

time – that's a winner. Today's plastic surgery patients are frequently working women and men who need to get back to their daily routine as soon as possible. Use of minimally invasive technology, attention to postoperative pain control, and gentle technique, help expedite recovery and make the entire process more tolerable.



Definitely the largest change in the plastic surgery industry is not surgical at all, rather, the development and popularity of non-surgical treatments. This category includes neurotoxin injections (Botox®, Dysport®, Xeomin®), dermal filler injections (Restylane®, Juvederm®, Perlane®, Radiesse®, Sculptra®, and others), non-ablative laser treatments, and a variety of skin care products and modalities. The 2012 statistics from the American Society for Aesthetic Plastic Surgery indicate an astonishing 461% increase since 1997. Why such a large number? Firstly, in 1997, most of these treatments had not even been developed. Thus, this market segment

was essentially nonexistent. Secondly, these treatments are extremely popular because they offer patients beneficial changes, using highly safe products, with little to no downtime. Future articles will explore many of these modalities in greater detail since the time course of my practice has allowed me to use most, if not all, of these products from the time they entered the market.

While the modern world of plastic surgery continues to evolve in exciting ways, one fact remains constant. There is no substitute for a surgeon certified by the American Board of Plastic Surgery to serve as your guide. Only those individuals have a hands-on grasp of the entire spectrum of plastic surgery. Board certification means that those physicians not only have the knowledge base, but also the technical skill to perform procedures in a safe and effective manner. So, choose wisely, and stay tuned for more information.

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Dr. David Kim is a Board Certified Plastic Surgeon who is devoted to advanced techniques in Cosmetic Surgery of the Face, Breast, and Body. In private practice since 1998, he is located in a state of the art facility which includes a full service skin care center. The practice is focused on personalized patient care and attention to detail. Where possible, Dr. Kim utilizes minimally invasive procedures. The goal is to deliver quality clinical results while minimizing patient recovery time. Examples of this include a no-drain tummy tuck, armpit incision breast augmentation with gel or saline implants, fat grafting, and a short scar facelift (the MACS lift). In addition, Dr. Kim and nurse-injector Carey Sanders, RN offer a full spectrum of non-surgical treatments such as Dysport®, Botox®, Restylane®, Juvederm®, Radiesse®, and laser.