



TRENDS IN COSMETIC PLASTIC SURGERY

Submitted by Chad Tattini, MD

Almost everyone has areas of their bodies that they think could use some improvement. One way to do that is to undergo cosmetic surgery. The most popular procedures—breast augmentation, liposuction, facial procedures, and body contouring procedures—have remained constant over the years. However, the way these procedures are being done continues to evolve and improve, resulting in better patient experience and better outcomes. But just as there are trends in fashion or hair styles, there are also trends in plastic surgery.

Perhaps the biggest trend is that cosmetic plastic surgical procedures have skyrocketed and show no signs of slowing down. This may be due to the increasing variety of surgical procedures available,

improved surgical techniques, or changing social attitudes toward plastic surgery. While you might think that the unstable economy would cause a downturn in the number of people seeking out cosmetic surgery, that isn't happening. Following are some of the recent developments in cosmetic plastic surgery.

- There is a shift toward a more natural, individualized look. The goal is to subtly enhance one's appearance, not to look like they've "had some work done."
- There is an increase in people opting for combination surgeries. For example, a facelift might be done at the same time as rhinoplasty (nose job). Or a "mommy makeover" might include a breast

lift, tummy tuck, and liposuction. Doing several smaller procedures at the same time allows a patient to get everything done at once, thus reducing anesthesia and recovery periods. Of course, depending on the complexity of each procedure, it is not always advisable or even possible to combine procedures.

- Even though nonsurgical facial rejuvenation procedures have advanced and give very good results, nothing can come close to a facelift for people that want to look younger and more refreshed. Facelift procedures are now more customized, results are more predictable, and surgical techniques have evolved to allow for a very natural look.
- Tummy tucks for both men and women who have experienced significant weight loss are surging.
- Breast augmentation has long been the most popular cosmetic procedure performed in the United States, however recent statistics show that liposuction has taken over the number one spot. Breast augmentation remains an extremely popular procedure with newer types of implants available and modeling technology that can show precisely how different types and sizes of implants will look. In keeping with the overall trend towards a more natural look, there is a rise in the number of women choosing to have smaller implants.
- Liposuction is an extremely versatile and popular body contouring technique that removes and reshapes fat. It is often performed simultaneously with other body contouring procedures such as tummy tucks. Like other cosmetic procedures, the methods and equipment continue to be refined and specialized, making the procedure more efficient and effective, while providing faster recovery and less trauma for the patient. Liposuction is ideal for people who are in good shape, and want their bodies to look fit and muscular.
- There is an increasing focus on technologies that can improve skin elasticity. One of the newest is Renuvion, which uses a radiofre-

quency and helium to create a plasma that will help tighten skin. This is often used in combination with liposuction. Dr Tattini's office has just purchased this technology and is currently seeing great early results.

- The number of women seeking breast reduction surgery is increasing. This is not always for cosmetic reasons, but is often done to relieve the pain and discomfort caused by breasts that are too large and heavy. While all cosmetic surgeries help people feel better about how they look, breast reduction surgery is one that also helps women feel better physically.
- Overall, pain management techniques have been greatly improved and recovery times are faster.

Cosmetic surgical procedures will continue to grow in popularity. If you are considering plastic surgery, the first and most important step is to be honest with yourself. Why do you want surgery and what are your expectations? The next step is to see an experienced, board-certified plastic surgeon to discuss all of the options and determine the best plan for your individual needs. Plastic surgery can most certainly help you look and feel better about yourself; however, plastic surgery will not solve the problems or challenges that you may be having in your life. But it is true that people feel better, have higher self-esteem, and increased confidence when they are happy with how they look.

For more information about any surgical or non-surgical procedure, make a consultation appointment with Dr. Tattini's office at chadtattinimd.com or 309.664.1007. His office is located at 902 N. Hershey Rd. in Bloomington and includes a state-of-the-art, on-site operating room.

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