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2

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Comprehensive content from trusted sources.

3

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Thorough fact-checking to ensure accuracy.

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CHAIRMAN OF THE BOARD
DR. ROBERT SINGER

“The longevity and proven results of a treatment counts for something.”

TOO GOOD TO BE TRUE?

Science and innovation are imperative to any medical field. It is the technological and medical advancements that enable us to improve the treatment of our patients, produce better results, and to efficiently manage and minimize recovery times. This is particularly true in the field of cosmetic surgery. In order to meet the growing demands of a population that is more and more concerned with maintaining youth and beauty, cutting-edge anti-aging treatments and procedures continue to be on the rise. While there are multiple advances, many of these treatments that may be billed as the “latest and greatest,” do not stand the test of time and fail to produce what they claim to achieve. It is important to remember the adage that if it sounds too good to be true, it probably is.

In this issue’s “Do They Really Work?” experts weigh in on the latest cosmetic technologies and share results based on the experiences of current patients. It is important to do your research before setting your sights on some new technologies, especially those with only undocumented claims and unproven promises. Relying on time-tested procedures is a better bet for achieving longer-lasting, more natural-looking results. In “20 Ways to Look 10 Years Younger,” we highlight the treatments that provide real anti-aging results along with the science to back them up. The longevity—and proven results—of a particular anti-aging treatment, in a market inundated with a plethora of options, counts for something.

The first step toward achieving your anti-aging goals is to find a board-certified surgeon who can customize a plan of treatments and procedures to address your specific, individual beauty concerns. Once a treatment protocol has been established, you should also ask your doctor for before-and-after images of patients, to ensure that he or she has the necessary level of experience performing them. Always make sure that you discuss your expectations in detail to ensure that the best possible technique is utilized to maximize the probability of achieving your goal, as long as it is realistic. Last but not least, safety should be a priority topic. Always be honest with your surgeon—your health and outcome depend on it!

ABOUT DR. ROBERT SINGER

Internationally renowned aesthetic plastic surgeon and noted educator Robert Singer, MD, of La Jolla, CA, is a diplomate of the American Board of Plastic Surgery and has served as president and chairman of the Board of Trustees of the prestigious American Society for Aesthetic Plastic Surgery (ASAPS), chairman of the Board of Trustees of the American Society of Plastic Surgeons (ASPS), president of the American Association for Accreditation of Ambulatory Surgery Facilities, and president of the Aesthetic Surgery Education and Research Foundation (ASERF). drsinger@newbeauty.com

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GUEST ADVISORS

We rely on our editorial board to provide insight for every issue. These six industry experts offered input in this issue.



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