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Every page is vetted by our advisory board.

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### TRUSTED SOURCES

Comprehensive content from trusted sources.

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### ACCURATE INFO

Thorough fact-checking to ensure accuracy.

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CHAIRMAN OF THE BOARD  
**DR. ROBERT SINGER**

“Good plastic surgery should be hard to spot.”

### THE CHANGING CONSUMER

There is no debating that “bad plastic surgery” is a buzzword. The shocking images, the dedicated sites and the stories that devote pages and pages to the distorted faces are, sadly, widely popular in today’s society. Unfortunately, these cases—which are the extreme exception and not the norm—give an inappropriate bad name to the rest of the profession. In reality, the majority of patients who have had plastic surgery are very happy with their results, saying that they would do it again. The reason good plastic surgery is hard to spot is because it looks natural, and you should not even notice it.

On the other hand, poorly performed or overdone cosmetic procedures are blatant, and a number of these results aren’t even categorized correctly (many, if not most, of them are not performed by appropriately trained plastic surgeons, and a large number of the “obvious” ones are more of a mix of overdone fillers and excessive laser treatments). That is where education comes in: The ongoing process of helping patients understand the difference between bad results and realistic ones is an important one.

Be aware of the latest trends in surgery. Just because you read about something doesn’t mean you need to run out and do it. Cosmetic procedures, both surgical and nonsurgical, should be performed in moderation, not extreme. Patients still need to be constantly reminded about the dangers of going to nonboard-certified surgeons. Nothing good comes from it. Branded surgeries are usually nothing more than exaggerated or false claims and excessive marketing hype.

The bottom line is that “bad plastic surgery” is actually more of an anomaly among today’s sophisticated patients. Entrusting someone with your health is an important decision that requires the investment of your time and due diligence to ensure that your expectations are met and natural-looking results are achieved.

#### 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](mailto: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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**Dr. Suzanne Quardt**  
Rancho Mirage, CA,  
Plastic Surgeon



HAIR  
**Rita Hazan**  
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