

New Survey Shows Continued Growth in Non-Surgical Cosmetic Procedures

Plastic Surgeon Authors New Book on Facial Rejuvenation

Chicago - Nearly seven-million Americans underwent cosmetic surgical procedures in 2002, and about 75% of the procedures performed (5.3 million) were non-surgical, according to the newest survey just released by the American Society for Aesthetic Plastic Surgery.

The top five non-surgical procedures in 2002:

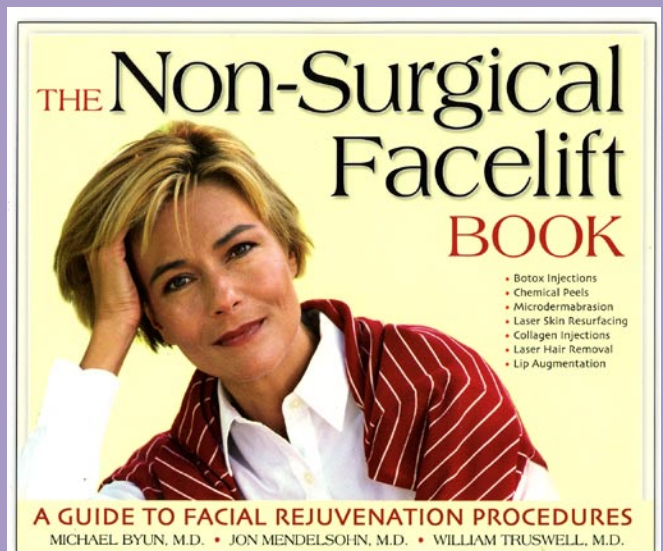
- Botox injections - 1.6 million
- Microdermabrasion - 1 million
- Collagen injections - 783,000
- Laser hair removal - 736,000
- Chemical peels - 495,000

For several years, Botox injections have ranked first among all cosmetic procedures, increasing 2400% since 1997. Microdermabrasion, a procedure that uses fine crystals to polish the skin, showed the highest one-year gain of any non-surgical procedure, up 13%.

Chicago plastic surgeon, Dr. Michael Byun, discusses all these non-invasive procedures in his new book, *The Non-Surgical Facelift Book*. "I'm excited to get this informative reference book into the hands of my patients, in addition to men and women everywhere that are simply curious about the many non-surgical options available today. By starting young, when the skin is healthy, heals faster and retains its elasticity better, we're able to stave off extensive facial procedures for many years. Patients will experience an on-going, over-all appearance of youthfulness with non-surgical procedures. And when they're ready, these procedures will only enhance and maintain the results of surgical improvements made later in life."

The book describes each of the rejuvenation procedures, such as Botox injections, laser skin resurfacing, collagen injections, and chemical peels. It also explains how each procedure is done, what results can be expected and how long they will last. The book contains 75 color photos—"before and after" of patient's who have had the procedures.

The *Non-Surgical Facelift Book* is \$19.95 and available for purchase on Amazon.com, Borders Books and Barnes & Nobles Bookstores. You may also purchase Dr. Byun's book on his website www.chicagocosmeticsurgery.com



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Additional Background:

Which age group had the most cosmetic procedures?

- Women, ages 35 to 50.
- Women in this age group had 44 percent of all cosmetic procedures.
- In all, women had 88 percent of the total number of cosmetic procedures in 2002.
- Men make up 18 percent of the total.

Michael Byun, M.D. – BIOBorn in Tokyo, raised and educated in California, Dr. Byun graduated from the University of California, Irvine with high honors. He then attended Northwestern Medical School in Chicago and completed a clinical fellowship in Plastic Surgery at Northwestern. He served as research advisor at the University of California, Department of Neurobiology and at the National Institute of Neurological Disorders and Stroke Research.

Dr. Byun is board-certified by the American Board of Plastic Surgery. He is also a member of the American Medical Association, and a member of the American Society of Plastic Surgery.

Dr. Byun is certified in Ultra Pulse Laser Resurfacing, Endoscopic Surgery in Plastic Surgery, Maxillofacial Principle and technique, and Erbium Laser. He is recognized nationally as a mid-facelift surgeon, and has presented his work at conferences of the American Society of Aesthetic Plastic Surgery and American Society of Plastic Surgery.

Dr. Byun is an assistant professor at Rush University and the director of pediatric plastic surgery at Lutheran General Hospital. He has published numerous articles and has been a presenter at national and international plastic surgery conferences.