Can A Quiz Tell You If You're Ready for Cosmetic Surgery?


Chicago, IL (PRWEB) March 7, 2007 -- According to a 2006 Consumer Survey conducted by the American Academy of Cosmetic surgery (AACS) nearly 20 percent of the population aspires to have cosmetic surgery in the future, that's 1.6 million people in New York City alone. Now, thanks to the Academy, people interested in learning more about cosmetic surgery have a new resource, www.bewiseaboutbeauty.org

"It's time for patients to be wise about beauty," said Dr. Neil Sadick, president of the Cosmetic Surgery Foundation, which is funding the Web site. "The number of cosmetic procedures performed in this country continues to rise by double digits. Patients need to have accurate information at their fingertips, and bewiseaboutbeauty.org offers them a way to make educated choices about cosmetic surgery."

The first of its kind, www.bewiseaboutbeauty.org offers a suite of tools including:

- Information about specific procedures
- Direction on what to look for when choosing a cosmetic surgeon
- Sample questions on what patients should ask a cosmetic surgeon
- Myths and facts about cosmetic surgery
- "Surgeon Finder" Tool

Take the Beauty Monitor Quiz
In addition to the features above, the site's premier draw is the "Beauty Monitor" quiz. Visitors who take the quiz are guided through a flash display of "beauty through the ages" and prompted to answer questions designed to help them determine if cosmetic surgery is right for them. Below are several sample questions:

- I am generally happy with my appearance, but feel that I could improve my self-confidence by enhancing certain areas of my body.
- Looking good is an important part of my profession, and cosmetic enhancement could help me further my career.
- I believe my own personal beauty is being the best "me" that I can be and not necessarily what is considered beautiful in the media or by others.

Why Be Wise About Beauty?
Bewiseaboutbeauty.org launched as part of the Academy's new patient education campaign Be Wise About Beauty. Designed to arm people with the facts about cosmetic surgery, patient safety and the qualifications of practitioners the Academy hopes the campaign will help people make smart, educated choices when it comes to cosmetic surgery.

"It all starts with knowing what cosmetic surgery is," added Sadick, "Unfortunately, most people who want it don't know that there's a difference between cosmetic surgery and plastic surgery. Popular culture would lead you to believe that cosmetic surgery and plastic surgery are one and the same but they're not. Cosmetic surgery is the surgery of appearance; it's elective and focuses on enhancing a person's natural beauty."

According to the American Medical Association (AMA) people interested in having cosmetic surgery should
select a physician based on his or her training, experience and demonstrated practice history. Cosmetic surgeon's strong knowledge base, high level of training and practical experience make them among the most qualified physicians to perform cosmetic procedures.

For More Information
For more information about the campaign or to take the "Beauty Monitor" quiz visit the campaign Web site, www.bewiseaboutbeauty.org. Members of the media interested in speaking with a campaign spokesperson should contact Kristen Fields, MS&L Public Relations by phone at (312) 861-5257.

About The American Academy of Cosmetic Surgery
The American Academy of Cosmetic Surgery (AACS) is a professional medical society whose members are dedicated to the art of cosmetic surgery. The AACS offers fellowships and training opportunities that include live surgery workshops. The Academy is the largest multi-specialty organization of cosmetic surgeons in the world.

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