

A Beverly Hills Plastic Surgery Center Unveils Specialized Program for Ethnic Plastic Surgery

Plastic surgery among all ethnic groups is on the rise. To meet this demand and create the best possible results, a Beverly Hills plastic surgery center has developed a specialized program for ethnic plastic surgery.

June 19, 2007 (FPRC) -- More and more members of ethnic minority groups are having plastic surgery. Last year ethnic patients had 2.3 million plastic surgery procedures. This is an increase of more than 65 percent from two years ago. Members of different ethnic groups often need specialized procedures to obtain the best results. In order to provide these specialized services. To help people obtain the best possible results from ethnic plastic surgery, Rodeo Drive Plastic Surgery in Beverly Hills has developed a specialized program to provide these services.

Nationally, Hispanics lead all ethnic groups with more than 921,000 cosmetic procedures performed in 2006, up 67 percent from 2004. Next among ethnic groups are African Americans with 769,000 procedures, up 67 percent; and Asians with 437,000 procedures, up 58 percent. Rodeo Drive Plastic Surgery's Medical Director, cosmetic surgeon Dr. Lloyd Krieger, notes that he has seen the same trend at his center. "We are seeing more and more patients from all ethnic backgrounds seeking plastic surgery. More than half of our patients are non-caucasian. We have many Hispanic, African-American, Asian, and Native American patients getting plastic surgery."

Rodeo Drive Plastic Surgery's Ethnic Plastic Surgery Program focuses on the special needs of ethnic groups. The program pays special attention to several issues: Making changes to appearance without erasing ethnic identity, minimizing scarring, and working to understand the desires of ethnic patients as they seek plastic surgery.

"People with dark skin tend to have darker and heavier scars," Dr. Krieger notes. "For our ethnic patients, we work extra hard to hide scars such as with our Silent Scar technique for breast augmentation where the scar is hidden by the natural droop of the breast. We also use finer sutures than in other cases in order to help minimize scarring."

As for ethnic identity, Dr. Krieger says that modern plastic surgery seeks to make changes in specific areas without changing overall appearance. "For example, in days past everyone who had a rhinoplasty was given a Northern European style nose. It was small and uplifted. But this "cookie cutter" approach often gave terrible results to people with non-European features. Our approach stresses overall facial harmony. We strive to make changes that enhance the patient's overall appearance, rather than trying to simply remove or erase certain features."

Because ethnic plastic surgery is often more complex than standardized approaches used on caucasians, Rodeo Drive Plastic Surgery's program works to get to know patients as well as possible prior to surgery. "We work to fully understand patients' goals for plastic surgery far before we do the actual procedure. It seems obvious, but we find that if we fully understand what people are seeking from cosmetic surgery, we are much more likely to provide a pleasing result."

Rodeo Drive Plastic Surgery is the first and only plastic surgery center on world-famous Rodeo Drive. Located next door to the Chanel and Armani boutiques, this plastic surgery center has

recently been featured in major media such as The Wall Street Journal, Fortune Magazine, The Los Angeles Times, and Access Hollywood, among others. It is known for expertise in many procedures, including California breast reduction.

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