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The Most Popular Cosmetic Procedures, According to Top Plastic Surgeons



Cosmetic procedures have become much less taboo in the past few years. I find that people are pretty open about sharing what surgeries or treatments they've had. Well, at least my friends are! I also love that the Kardashians are (kind of) open about some of the treatments they get too. No one looks that perfect naturally. Personally, I think it's great! If something bothers you, why not fix it?

I've always been curious to know what kind of requests plastic surgeons get the most of. That's why I was excited to have the opportunity to ask two top plastic surgeons, [Dr. Stanley Poulos](#) and [Dr. Manish Shah](#), about the latest trends in plastic surgery, both invasive and non-invasive. "Invasive" is considered surgery, and "non-invasive" would be things like laser treatments and injectables. The answers were pretty interesting – especially the trends in breast augmentation! See their thoughts below, and leave a comment if you have questions left unanswered!



[Stanley G. Poulos, M.D.](#), Board Certified Plastic Surgeon in Marin County, CA

Dr. Poulos shared that he has seen a huge increase in requests for non-surgical procedures. More and more of his patients are seeking "complete correction" injection treatments aka "a liquid lift."

He explained that while lasers and light-based devices have long been the rage for complexion enhancement, there is now a full line of options for body contouring like combination treatment with **ultrasound** and **RF**. This combination contours fat and tightens the skin simultaneously.

Dr. Poulos has also seen a tremendous increase in interest in the **Geneveve treatment** for women's intimate health concerns.

On the surgery side, Dr. Poulos finds that his patients are all going for a **natural look** with **facelifts** and **breast augmentation**. "**Smaller**" **breast enhancement** is a common request.

Before considering surgery, Dr. Poulos works with patients to achieve a healthy weight. His clinic has a full-time wellness coordinator and offers the gastric balloon procedure called **Orbera**, that has allowed many patients to lose up to 20 % of body weight while increasing muscle mass. After getting to a healthy weight, the aesthetic procedures have markedly improved results.

Manish H. Shah, MD, FACS, Board Certified Plastic Surgeon in Denver, CO



The fall is a busy time at Dr. Shah's practice – he will typically perform more **facelifts and rhinoplasties** in the last 3 months of the year than at any other time! Since Denver is a very athletic and outdoorsy city, his nonsurgical facial rejuvenation practice will also pick up, as patients are coming in to **repair the skin damage** caused by being a mile closer to the sun. Also, everyone wants to look their best for the holidays. **Botox/Dysport** and fillers are a mainstay requested by millennial patients who want to

Surgery-wise, Dr. Shah is noticing that patients are requesting smaller breast augmentations than in the past, and women are coming in to downsize their current breast implant size! Another trend that continues is the **request for larger derrieres**. The **Brazilian Butt Lift, or BBL**, procedure continues to be in high demand. **Curvy is in** with a growing segment of the plastic surgery population! Dr. Shah shared that social media has been a big driver for this.

Non-invasive skin tightening is popular among patients who don't want to go under the knife. Technologies like **BodyTite by InMode Aesthetics, J-Plasma by Renuvion, fiberoptic laser, and topical RF (radio-frequency) such as Versa by Venus Concepts**, are helping patients improve the collagen in their skin and tighten skin without surgery.