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Cosmetic Procedures: the Importance of Physical Beauty in Todayâ€™s Society by Comerford

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In 2011, statistics revealed that Americans spent nearly $10 billion on cosmetic procedures. Of the total amount, $6.2 billion was spent on surgical procedures; $1.6 billion was used for skin rejuvenation procedures; $1.7 billion was used for injectable procedures; and $360 million was spent on nonsurgical procedures such as laser hair removal and laser treatment of leg veins. Even though there are more women who undergo plastic or cosmetic surgeries than men, there are now a considerable number of men resorting to undergo these procedures as well.

Liposuction, rhinoplasty, eyelid surgery, breast reduction, and facelift are the top five surgical procedures men underwent in the previous year. They represent 8% of the total number of people undergoing cosmetic procedures annually, proving that though the percentage is small when measured against the total, women are not the only ones inclined to have their physical appearances altered. The concept of physical beauty is clearly important for both genders.

In 1997, a group of panelists in a womenâ€™s conference at the Westchester Division of the New York Hospital-Cornell Medical Center agreed that â€œphysical beauty is a powerful phenomenonâ€•. Studies have shown that attractiveness gives way to considerable social and psychological advantages in life. Statistics further show that teachers tend to pay more attention to attractive children and that good-looking adults earn more money than their average-looking counterparts. With the existence of such a double standard, it is little wonder that the popularity of plastic surgery has been steadily on the rise.

The significance of physical beauty is given more emphasis in places with vibrant social activities such as Scottsdale. Known for its pulsing nightlife, Scottsdale is a city in Arizona known for its young and hip crowd who love to have fun. Literally the life of the party, they do not hesitate to preserve and enhance their beauty with the help of plastic surgeons Scottsdale residents trust. Most of these surgeons are esteemed masters of their craft, boosting the demand for cosmetic surgical procedures in the state of Arizona.

If you are looking for licensed and highly skilled plastic surgeons in Scottsdale, you can either check the websites of various plastic surgery practices or ask around for referrals. There are also testimonials and other blogs online that discuss the quality of the services of various plastic surgery centers.

Whether you are a man or woman interested in the wonders of plastic surgery, you should make sure to only consider licensed, trusted, and skilled plastic surgeons in Scottsdale. For more information about plastic surgery, visit forbes.com/2007/10/09/health-surgery-risks-forbeslife-cx_mlm_1010health.html.

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