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Is Cosmetic Surgery Right For You?
*New Patient Education Campaign Offers Tools and Safety Information
for Cosmetic Surgery Patients*

Today men and women from virtually all walks of life are turning to cosmetic surgery as a way to bring their personal visions of beauty to life. But, with so much information out there, how do they know what's best for them?

To help navigate their personal way to beauty, the American Academy of Cosmetic Surgery (AACCS) launched *Be Wise About Beauty* – an integrated, multi-faceted campaign dedicated to arming patients with the facts about cosmetic surgery, patient safety and qualified practitioners so that they can make informed decisions about cosmetic enhancement.

“It’s time for patients to be wise about beauty,” said Dr. Neil Sadick, president of the Cosmetic Surgery Foundation, which is funding the educational campaign. “With this initiative, cosmetic surgeons hope to help separate myth from reality when it comes to cosmetic enhancement.”

Campaign Addresses Confusion about Cosmetic Surgery

Cosmetic surgery is the surgery of appearance. It is elective and focuses on the aesthetics of beauty, something that is sought by an increasing number of people each year. *Be Wise About Beauty* launched in response to the flurry of information in the marketplace regarding the growing trend toward cosmetic surgery.

Cosmetic surgeons view patient safety as their number one priority, and hope that this campaign will encourage all consumers to make smart, educated choices when it comes to beauty. Cosmetic surgeons strong knowledge base, high level of training and practical experience make them not only among the most qualified physicians to perform cosmetic procedures but also positions them to talk to their patients about cosmetic surgery and the options available to them.

Be Wise About Beauty is a broad educational campaign that will provide members of the Academy with new tools and materials to facilitate an ongoing dialogue with their patients regarding procedures and the important things to consider when choosing cosmetic surgery.

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According to Sadick, “Patients need to have accurate information at their fingertips, and *Be Wise About Beauty* offers them a way to make educated choices about cosmetic enhancement.”

New Web Site Offers Valuable Tools

The cornerstone of the campaign is a consumer friendly, interactive Web site at www.bewiseaboutbeauty.org. The site offers a suite of tools designed to educate patients and prospective patients about cosmetic surgery, 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
- An interactive ‘Beauty Monitor’ quiz that can help patients determine whether cosmetic surgery is the right choice for them

About *Be Wise About Beauty*

The American Academy of Cosmetic Surgery (AACS) launched *Be Wise About Beauty* to arm patients with the facts about cosmetic surgery, patient safety and the qualifications of practitioners so they can make informed decisions about cosmetic enhancement.

About www.bewiseaboutbeauty.org

The first Web site of its kind, [bewiseaboutbeauty.org](http://www.bewiseaboutbeauty.org) is an educational Web portal exclusively designed to educate patients and prospective patients about cosmetic surgery. The site offers tools and information to educate patients on the benefits of choosing a cosmetic surgeon to help them define their personal vision of beauty – whatever that means to them.

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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