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**WOMEN TO WATCH** PROFILES OF NEVADA'S BUSINESS LEADERS  
*Girls just want to have fun: (left to right) Ronnie Sloan, Jane Nichols, Margaret Maul, Kathy Smith, Gwen Scappari, Diane Pollard*

**COSMETIC SURGERY** Keep the Wisdom, Lose the Lines

**INDUSTRY FOCUS** **TRAVEL AND TOURISM** Hunkering Down in Uncertain Times  
Special Supplement: City of Henderson

# Cosmetic Surgery

KEEP THE WISDOM, LOSE THE LINES



By Jennifer Rachel Baumer

**A**ging baby boomers are causing another boom – this time in the field of cosmetic surgery. In the last five years, this branch of medicine has seen dramatic gains in surgical and non-surgical procedures across the board, with an increasing number of men choosing cosmetic enhancements. Baby boomers are not the only ones driving this trend. Younger people are turning the clock back earlier to head off the signs of aging. One trend in surgery is to perform smaller procedures at a younger age when the skin is still elastic. Long-term results are better and the work isn't as noticeable as the results – looking better.

It's not just cosmetic surgery, either. The number of people seeking cosmetic dentistry and permanent makeup procedures has increased dramatically. Everyone wants to look better, younger and healthier, and the results are as much psychological as they are physical. Looking better and feeling younger makes people feel confident, in their business dealings and their personal lives.

## Turn Back the Clock

"I think both men and women see their careers as a prime reason for doing cosmetic surgery," said Goesel Anson, MD. "Men, more than women, often cite their careers as impetus for surgery. They want to stay in the game and compete with the younger generation. It makes sense to me. With age come all the great things – con-

fidence and skill and experience."

It's natural to want the outside to reflect the inside, to look as young as you feel. People want to put two contrary things together – the confidence of age and the appearance of youth. As a result, Anson's average facelift patient is about 50 years old. Twenty years ago, facelift patients were in their 60s. Today, eyelid surgery is common for people in their 40s.

Statistics support the idea that many patients are seeking a way to look as young as they feel. According to the American Society for Aesthetic Plastic Surgery (ASAPS), the number one procedure in 2001 was Botox injections, a non-surgical, temporary way to look younger more quickly. Some 1.6 million injections were given in 2001. Botox treatments take about 10 minutes and the results can last up to four to six months. Chemical peels ranked second overall and blepharoplasty (eyelid surgery) ranked eighth in popularity, with facelifts and forehead lifts coming in 13th and 15th. There were nearly 8.5 million surgical and nonsurgical cosmetic procedures performed in 2001, according to the largest national survey to date by ASAPS; 12 percent of the total, about 1 million, were performed on men. Dr. William A. Zamboni, professor in chief, division of plastic surgery, Nevada School of Medicine at the University of Nevada, Las Vegas, said in his practice close to 20 percent of cosmetic procedures are performed on men. Body contouring – taking care of love handles and reducing

fatty breast tissue – are the most common procedures.

Increasingly, both men and women are seeking nonsurgical treatments that, while temporary, require less downtime. "Botox injections are very popular and have actually increased dramatically in the last couple years in my practice," said Zamboni. "Botox temporarily deactivates the muscles that cause frown lines and creases around the eyes like crow's-feet. The effects last anywhere from four to six months. That's something that takes about 10 minutes to do in the office, and in four to five days you're looking younger. That is true for both men and women."

"A lot of men choose this procedure [Botox] because the frown lines make people look mean," said Anson. "Those vertical furrows appear when you scowl and remain visible even when you're not scowling. The purpose of Botox is to diminish those lines."

"I think it's a real confidence booster to look in the mirror and, instead of frown lines, see a smoother forehead," said Zamboni. This can make a tremendous difference in the patient's confidence in the office, the courtroom or wherever business is conducted. Zamboni's patients range from people in the casino industry who feel they are competing with younger generations for floor jobs and administrative positions, to entertainers, executives, small business owners and attorneys. "I see a lot of attorneys," said Zamboni.

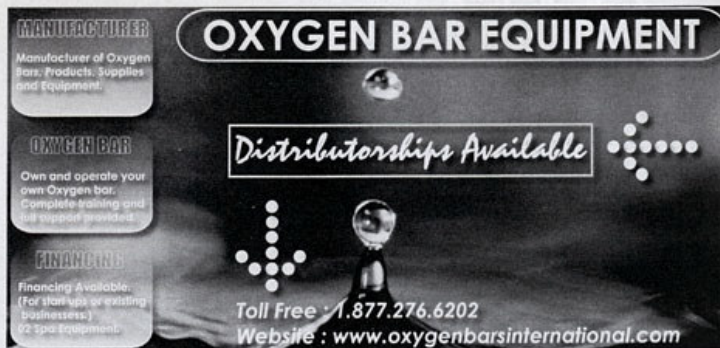
## Smile

Tracy Ransdell, DDS, said many of her cosmetic dentistry patients are on the verge of retiring. Others are late-40s baby boomers who are becoming more conscious of the way they look.

Cosmetic dentistry is one of the fastest-growing areas of dentistry, according to the American Academy of Cosmetic Dentistry (AACD). A recent AACD survey showed tooth whitening procedures increased by over 300 percent over the last five years and applications of veneers increased by over 250 percent.

In Ransdell's office, veneers rank second to changing old colored fillings for white. Whitening procedures are also in demand. Female patients outnumber males in her practice, but both sexes are looking for better smiles. Veneers allow dentists to re-sculpture smiles with techniques similar to applying false nails. Veneers are materials actually laid over the tooth, so some tooth structure is removed to avoid making teeth too bulky. Then the veneer is laid over top, allowing dentists to straighten, whiten and re-craft the way the teeth look. According to an AACD survey, 75 percent of adult Americans who responded believe unattractive smiles can hurt chances for career success. If nothing else, improving one's smile helps boost self-esteem and confidence.

Ransdell stated, "There are people who tell me that when they've been in meetings or first meet people, they're embarrassed with their smile. Obviously that goes into the business setting and into the personal setting, too. You get first impressions at work, just as you do in social situations. One patient in particular is doing this because he's getting older. He's concerned he doesn't look as nice and he feels his smile looks older and gives him less credibility. I don't know if that's necessarily true or not - people can read anything into anything. I'm pretty sure it's his own fear of aging and losing credibility with clients, but he felt his smile looked old." Whether the loss of credibility is perceived or real, cosmetic procedures can give people back the confidence they once had.



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