

Excerpts from the original article with quotes by Dr. Pollard



More minorities opt for cosmetic surgery

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By **Monica Haynes, Pittsburgh Post-Gazette**

Four years ago, Flora Piombino decided to have a face-lift.

Then 58, the teacher from Passaic, N.J., had her surgery done in Pittsburgh by plastic surgeon Dr. Leo McCafferty.

"I still look better today than I looked four years ago before the surgery," she said.

Ms. Piombino, who is Hispanic, is part of a growing trend of ethnic patients undergoing cosmetic surgery.

Nearly 11.5 million cosmetic surgical and nonsurgical procedures were done last year, 20 percent of which were conducted on racial and ethnic minorities, according to the ASAPS.

The number of cosmetic surgery procedures on African-Americans, Asians and Hispanics in this country jumped 65 percent last year, reports the American Society of Plastic Surgeons, another professional organization, based in Arlington Heights, Ill.

Doctors cite a number of reasons why more ethnic patients are choosing plastic surgery. The growing middle class within all minorities is also a factor.



Patti LaBelle in 1983

"We own boats and we have summer homes, and this is just another way to use our disposable income," explained **Dr. Emily Pollard**, an African-American plastic surgeon in Philadelphia.

Traditionally, many African-Americans shunned plastic surgery because the attitude was "this is what God issued me so I'm going to make the best of it," **Dr. Pollard** said.

For Hispanics and African-Americans, the most popular procedures last year were nose reshaping, breast augmentation and liposuction. For Asians, they were nose reshaping, eyelid surgery and breast augmentation, according to the American Society of Plastic Surgeons.

Although the number of plastic surgeons of color is small, it's growing, **Dr. Pollard** said, and that also is leading to an increase in ethnic patients seeking surgery.

About 3 percent of the board-certified plastic surgeons in this country are African-American.

"I think it helps to have someone who understands what cultural issues there may be," she said.

For example, many African-Americans have concerns about keloids, which **Dr. Pollard** described as thick raised scarring that can occur beyond the area of incision.

Keloids, however, are prevalent in all ethnicities; African-Americans, Asians, Latinos and even redheads can develop the thick unsightly scars, she said. "We know more about scarring, and we can do things to lessen that."

Ms. Piombino, the patient from New Jersey, said she was concerned about the scarring a face-lift might cause. She also had a breast reduction surgery... "In eight or nine days I was like totally another person, beautiful. I didn't have any marks."



Stacy Innerst, Post-Gazette
Reality shows like "Extreme Makeover" have made plastic surgery increasingly popular for members of all ethnic groups.



And with her new nose today

To read the complete article, please see Dr. Pollard's website:

<http://epollardmd.com/>