



AESTHETIC PLASTIC SURGERY INDUSTRY: CHAOS OR REGULATION?

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A dramatic evolution has been in the air the last few months. On one hand, official voices like that of Sir Liam from the Health department of the English Government, in favour of a regulated industry that guarantee the SECURITY of patients, on the other hand, low cost and hard sell marketing techniques behind nice words, that guarantee the WEALTH of business organizations.

When it comes to understanding what is happening in the “cosmetic surgery” or better said “Aesthetic surgery” industry, you’d better be a professional rather than a potential patient. I meet more and more people who come for a consultation after they have done their “home work”, usually on internet, and complain about the stress they feel in making a choice. **“Which clinic, which surgeon, which technique is the right for me?” “How can I make the right choice?”**

My first advice would be : **“Take a deep breath, relax, and go for the basics”** : you mainly have to look for :

- **First** : who are you talking to? An ADVISOR or a SPECIALIST? An advisor is usually someone who knows through his own experience, the surface of a professional field, without practicing it, give advises and makes money out of it. A specialist is someone who knows everything about his art, practises it and is also an advisor.

I let you conclude who is the best to solve your problem!

- **Secondly** : as a consequence, don’t look for a price, look for a specialist.
- **Thirdly** : security. You need information about the surgeon, the clinic, the team, the post-operative care. Check them.
- **Fourthly** : aesthetic results. You need to ask friends, see before and after pictures, and read patients testimonials.
- **Finally** : read TRANSFORM magazine. The only magazine written by specialists who provide ALL the information you are looking for.

In the HANDSOME section, this summer edition will be dedicated to breast, liposculpture and the most advanced soft techniques for face and body, to get the best from your holidays. ANTARA or the virtual syringe is one of them. An amazing soft, quick acting way to deeply re-hydrate the skin. The classical ENDERMOLOGIE remains one of the best side-technique we have in the aesthetic medicine field to improve skin tightness.

The HEALTHY section will focus on how to prevent and detect skin diseases and melanomas through a non invasive new technology. You will also learn how to get the best of your next surgery thanks to deep relaxation sessions.

In the HAPPY chapter, art, travel and music will open some more doors on the way to happiness