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Cosmetic surgery

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To Margaret Hopkins, Peter Forrester, Cyrilla Chatfield, and the staff at the
Wellington Hospital

Foreword

Over recent years there has been an explosion in demand for and acceptance of cosmetic surgical and non-surgical procedures. These are procedures of choice, carried out to change appearance or to improve appearance. We live in a young world where people are living longer and remaining active to a much older age. Feeling fitter, more and more individuals want to keep looking fresh to make sure they enjoy life, happy with the way they look.

With surgery of choice it is even more important that patients fully understand the limitations of what can be achieved. We are bombarded with glossy images promoting improvements to sell surgical services, but there may not always be in the patients' interests. General practitioners are rarely consulted about cosmetic concerns, increasing the need for education about treatments.

This book outlines what can be achieved along with the limitations and indeed possible complications of surgery. It stresses the importance of finding the right surgeon, practising in the right environment, and the importance of being fully informed before embarking on treatments. These are sometimes life-changing decisions and must be properly considered, without hard-selling techniques.

Chapter by chapter, the main procedures are reviewed in a simple, easily understood way. The benefits and pitfalls are openly described to enable prospective patients to make more informed decisions about the options available. Whilst no book can replace a detailed consultation with a properly qualified surgeon this volume will educate and aid patients through the decision-making process to help ensure the right decisions are made.

Douglas McGeorge
President
British Association of Aesthetic Plastic Surgeons

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