

For Immediate Release
February 28, 2007

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COSMETIC SURGERY IS IT RIGHT FOR YOU?

Florida Cosmetic Surgeon Joins National Patient Education Campaign

(Orlando, FL) – The American Academy of Cosmetic Surgery (AACS) joins Dr. Barry J. Kaplan in Florida to launch *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.

According to Dr. Kaplan, “I’m joining the AACS in this initiative to help my Florida patients separate myth from reality when it comes to cosmetic enhancement. Patients need to have accurate information at their fingertips, and *Be Wise About Beauty* offers them tools and information to make educated decisions.”

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.

New Web Site Offers Valuable Tools

The cornerstone of the campaign is a consumer friendly, interactive Web site at www.bewiseaboutbeauty.org. The first Web site of its kind, bewiseaboutbeauty.org is an educational Web portal that offers 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

Nationally Recognized Cosmetic Surgeon

Kaplan is the only surgeon nationwide who performs over 200 breast augmentation surgeries annually through his advancements in the area of cosmetic breast implant surgery performed under local and tumescent anesthesia. The result is a safer, more affordable, in-office procedure with no intravenous or general anesthesia that saves up to one thousand dollars and allows the patient to walk out without pain fifteen-minutes after surgery. Kaplan’s advanced method was published in the [American Journal of Cosmetic Surgeons](#) in 2003 explaining, “Breast Augmentation by tumescent anesthesia is a safer, more affordable alternative to general anesthesia”. Vol. 21, No. 2, 2004 The American Academy of Cosmetic Surgeons (AACS) commissioned Dr. Kaplan to demonstrate the new office setting technique to surgeons nationwide. Kaplan has been a member of AACS since 1998.

(AACS) is a professional medical society whose members are dedicated to patient safety and physician education in cosmetic surgery. The organization represents a group of cosmetic surgeons in the American Medical Association through its seat in the AMA House of Delegates.

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