



***Celebrity Influences on Plastic Surgery
Landmark Worldwide Survey of
Leading Plastic Surgeons
Jolie, Kidman, Anderson, Loren, Bundchen,
Pitt, and Clooney Favored***

New York: We hear it every day, "Oh, I wish I could look like Angelina." Or, "Oh, to have Brad's abs – I'd do anything." Today, with the increasing availability of aesthetic plastic surgery, the continuing improvement and refinements in procedures, and the numerous financial payment plans available, some of these wishes are coming true. But do the celebrity images that overwhelm popular media have any influence on the choices and decisions people make about their own plastic surgery?

The International Society of Aesthetic Plastic Surgery (ISAPS - www.isaps.org), the world's leading authority in the field set out to find an answer to this question, in the first of its kind worldwide survey of aesthetic plastic surgeons: ***What Influences Do Celebrities Have on the Decisions Patients Make?***

The survey was sent to over 20,000 plastic surgeons in 84 countries. The findings of this non-scientific, anecdotal questionnaire reveal fascinating trends. As the Society's President, Dr. Bryan Mendelson of Melbourne, Australia observed in a recent interview, "What we learned from this survey underscores the Society's on-going international efforts: the need for continuing public education about how to choose the right plastic surgeon. People need to research a surgeon's training, experience and affiliations so they can make real and informed decisions and know what to reasonably expect from plastic surgery and even non-invasive procedures."

If there was any doubt that **Angelina Jolie** and **Brad Pitt** are the world's number one celebrity couple, the ISAPS Survey puts those doubts to rest. Jolie and Pitt's names came up more often and for more body areas of choice than virtually any other individuals. And there were also numerous local celebrities who influenced some choices. There were also quite a number of references to more classic beauties, leading among them **Sophia Loren** followed by **Elizabeth Taylor**.

The Survey was included in the electronic version of the Society's newsletter, ISAPS News, published three times a year in partnership with Quality Medical Publishing (<http://www.qmp.com>), the world's leading publisher of plastic surgery books, media and online education. In addition to questions about geography, the survey also asked about payment methods and practice setting. Surgeons were asked to connect celebrity names with eleven popular procedures for both men and women.

THE WOMEN

Breasts and lips were the leading categories for celebrity choices by women followed by buttocks, nose and abdomen. The categories are listed in order of popularity.

- **Breasts** – The clear choice for breast look-alikes was **Pamela Anderson**, followed by Brazilian beauty **Gisele Bündchen**, American pop princess **Britney Spears** and **Xuxa**, a popular Brazilian entertainer. Interestingly, this category also elicited negative comments from surgeons who expressed their patients' opinions. A significant percentage of responding doctors reported that in individual women's views, they did not want to look like certain women. **Pamela Anderson** also led this group, followed by **Dolly Parton** and **Victoria Beckham**.
- **Lips** – In the 1940s and 1950s, **Betty Grable** insured her legs, the most famous in the world at the time. If that was true then, **Angelina Jolie** should not only insure her lips, she should have them trademarked. Jolie was the overwhelming leader as the lips of choice for women undergoing this procedure. The alternate reference for lips was **Julia Roberts**.
- **Buttocks** – The leading choice among women was **Jennifer Lopez** – by a huge percentage. Some doctors noted that they never get requests for this procedure (3%). Other choices included **Juliana Paes** of Brazil, and Americans **Halle Berry** and **Sandra Bullock**.
- **Nose** – There was no doubt that **Nicole Kidman's** nose was a clear favorite for women around the world. Secondary choices included **Julia Roberts**, **Jennifer Aniston**, **Xuxa**, and in a nod to classicism, **Grace Kelly** and Tasmanian born **Princess Mary of Denmark**.
- **Abdomen** – In some cultures, revealing midribs is a fashion statement. The favorite choice among women around the world is **Giselle Bündchen**, followed closely by **Shakira**, **Demi Moore**, **Britney Spears** (early in her career), and **Thalia** (Mexico).
- **Eyes** – **Angelina Jolie** was the clear favorite in this category. **Catherine Zeta-Jones**, **Demi Moore**, **Michelle Pfeiffer** and **Salma Hayek** were also prominent. And, proving that cinematic beauty is eternal, there were numerous references to **Sophia Loren**, **Elizabeth Taylor**, **Catherine Deneuve** and **Greta Garbo**.
- **Cheeks** – The woman most often referenced was **Sophia Loren**, followed by **Michele Pfeiffer**, **Nicole Kidman**, **Angelina Jolie** and **Marilyn Monroe**.
- **Legs** – There was a three-way tie in this category: **Tina Turner**, **Sharon Stone** and **Cameron Diaz**, followed by **Jennifer Lopez**.
- **Hair** – These procedures are not as common for women as they are for men. The leading choice was **Gisele Bündchen**, followed closely by **Jennifer Aniston** and **Julia Roberts**.
- **Chin** – There was no clear cut leader in this category. Among the names referenced were **Sonia Braga**, **Nicole Kidman**, **Julia Roberts** and **Charlize Theron**.
- **Forehead** – This was the least referenced category of the eleven choices. Leading the selections were **Nicole Kidman**, **Madonna**, **Elizabeth Taylor** and **Oprah Winfrey**.

THE MEN

Abdomen, nose and eyes were the three leading categories for men, followed by chest, chin and buttocks. The categories are listed in order of popularity.

- **Abdomen** – **Brad Pitt** just beat out Matthew **McConaughey**. They were followed by action film stars **Arnold Schwarzenegger** and **Jean-Claude Van Damme** and soccer great **David Beckham**.

- **Nose** – This category was led by **Brad Pitt**, followed by **George Clooney**. There were numerous mentions by doctors who noted that patients expressed personal concerns that any procedure would not leave them looking like **Michael Jackson**.
- **Eyes** – The top three men referenced in this category were **George Clooney, Brad Pitt** and **Ben Affleck**.
- **Chest** – **Arnold Schwarzenegger** was the overwhelming choice followed by **Paulo Zulu** (Brazil).
- **Chin** – Many more doctors referenced celebrity influences on male chin procedures than women. The most often referenced were **Clooney** and **Pitt** followed by **Kirk Douglas, Ricky Martin, Antonio Banderas** and **Errol Flynn**.
- **Buttocks** – Here **Brad Pitt** had the clear lead with **Mel Gibson, Ricky Martin** and **Paulo Zulu** following.
- **Cheeks** – There was a tie in the category between **Clooney** and **Pitt**. **Tom Cruise** and **Paulo Zulu** followed.
- **Lips** – **Clooney** and **Pitt** led followed by **Antonio Banderas** and Korean movie star **Dong-Kun Jang**.
- **Hair** – **Tom Cruise** led followed by **David Beckham**.
- **Legs** – **David Beckham** led followed by **Arnold Schwarzenegger**.
- **Forehead** – **Cruise** and **Pitt** tied in this category.

A CHANGING PROFESSION

In the last decade, men have become an increasing percentage of aesthetic plastic surgery patients. While there are no reliable statistics on this trend, it is estimated that men now comprise between 10% and 20% of the average plastic surgery practice.

ISAPS recommendations for choosing the best plastic surgeon:

1. Check if the doctor in question is "board certified" or approved by medical experts in his or her country to practice plastic surgery, not simply to practice as a medical doctor.
2. Ask to speak with some of the doctor's patients. They will have first hand knowledge of the surgeon's work and manner.
3. Is the surgeon a *trained plastic surgeon*? Not all doctors are trained to do the same procedures. For example, dermatologists and gynecologists are not trained in plastic surgery.
4. Use the Internet. By checking out a prospective doctor on the Internet, a patient is likely to find the good and the bad.
5. Society affiliations are very important. Is the plastic surgeon a member of the recognized plastic surgery society in his or her country? Check if they are a member of the *International Society of Aesthetic Plastic Surgery*. Most national societies have membership requirements in place to help protect the public. Check their websites or go through Surgeon Finder on the ISAPS website at www.isaps.org

"One recommendation we always make to patients looking for advice is do your research," observed Atlanta, Georgia based Dr. Foad Nahai, First Vice President of the Board of ISAPS and a noted author and professor on the subject of aesthetic plastic surgery. *"Women will spend weeks looking for just the right decorator or dress for an important event – why shouldn't they (as well as men) spend equally serious time locating the right plastic surgeon."*

ISAPS History

ISAPS was founded at the United Nations in 1970 and is recognized as the leading worldwide source dedicated to the education and training of aesthetic plastic surgeons in the highest professional standards.

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