

DR. NOËL NATOLI

Plastic Surgeon,
Long Island Plastic Surgical Group, PC
Garden City



“ Society has really normalized the idea of ‘having work done.’ It is no longer taboo. ”

— Dr. Noël B. Natoli

84
PERCENT
OF FACIAL
PLASTIC
SURGEONS

note that celebrities influence patients' desire for cosmetic procedures.

Source: American Academy of Facial Plastic and Reconstructive Surgery



MILLENNIALS DISCOVER COSMETIC SURGERY

BY PAMELA BRILL

When it comes to transforming their looks, millennials may have a nose for cosmetic surgery. According to a 2019 report by the American Academy of Facial Plastic and Reconstructive Surgery, 74% of plastic surgeons reported a 32% increase in cosmetic surgery and injectables in patients younger than 30.

Social media is perhaps the greatest influence driving the boom in cosmetic surgery for people ages 23 to 38. Hashtags such as #glowup and #tenyearchallenge continue to trend on Twitter and other online platforms, encouraging users to showcase their improved looks. “With so many trinkets aimed at improving selfies, filters that seem infinite and countless to young influencers, cosmetic surgery has become somewhat of a natural extrapolation of that world,” says Dr. Noël B. Natoli, a board-certified plastic surgeon and partner at Long Island Plastic Surgical Group in Garden City. “Constant exposure to social media is prompting younger patients to want to improve on their appearance and access preventative treatments like Botox.”

Add to this the droves of celebrities and A-listers documenting near-perfect images, it's no wonder millennials are even more focused on maintaining their looks and preserving their youth.

BEAUTY BUCKET LIST

Among the most popular cosmetic procedures with millennials are:

- Breast augmentation and/or breast reduction
- Rhinoplasty
- Liposuction
- Injectables

- Non-invasive body treatments (Coolsculpting, Profound and Cellfina)

For those interested in undergoing such treatments, it's important that they do their homework when consulting with a doctor. Natoli recommends inquiring about credentials and board certification of a potential plastic surgeon to guarantee a positive in-office experience. “Safety is my number one priority, and making sure my prospective patients have reasonable and obtainable goals is a must,” she says. Natoli also suggests that patients review photo galleries of desired procedures in advance to help them prepare specific questions for their doctor.

In turn, candidates for cosmetic surgery can expect their doctor to inquire about their medical background. Natoli screens for smoking and vaping in all of her patients, regardless of age, and also looks for signs of body dysmorphism disorder (a mental health disorder involving obsessive focus on a perceived flaw in physical appearance) or an eating disorder, such as anorexia or bulimia.

CAVEATS AND RECOVERY

As with any surgical procedure, patients should be aware of possible risks and post-op recovery plans. For instance, Natoli says breast augmentation at a young age typically increases the number of required maintenance procedures.

Following most cosmetic surgical procedures, patients can expect any bruising to dissipate within one to two weeks, but that swelling reduction may take longer. Light physical activity is advised for the first week with no heavy lifting for four weeks. Special garments or

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