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**Plastic Surgery for Hispanics: Maintaining Ethnicity While Going Under the Knife**

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**Hispanic Aesthetic Industry Boosted by President of the American Academy of Cosmetic Surgery and Expert in Hispanic Cosmetic Procedures: Dr. Mark Berman**

According to the U.S. Census, the growth rate for Hispanics is nearly 3 times as high as the rest of U.S. total population and is the fastest-growing segment in the country's population. As this segment grows, this creates a market for aesthetic improvement which is growing exponentially for people of Hispanic heritage. However, the crux of the matter was who could tackle an important concern for Hispanics seeking cosmetic surgery: how to maintain ethnicity while undergoing cosmetic procedures?

In January 2010, listed by *LA Magazine* as a Top Doctor in Southern California for Cosmetic/Reconstructive Surgery, Dr. Mark Berman has been on the forefront of the aesthetic industry and is considered one of the few physicians who can claim understanding of the distinct needs of Hispanics. A graduate of the Chicago Medical School, Dr. Berman developed a bond with the Hispanic community during a period that he spent studying abroad at the Autonomous University of Guadalajara (Universidad Autonoma de Guadalajara), where he developed fluency in Spanish.

"A widespread concern among young Latinas is the fear of looking artificial and losing their natural elements of beauty," stated Berman. "When I perform a nose surgery, for example, I really want to make the nose naturally fit with the face and not look like it's been operated upon." More than 20 percent of his patients are Hispanics who come from all over the United States.



Nasal Tip Improvement Using The Double Columellar Strut (Developed by Dr. Berman)

Bucking the trends of consumer budget costs across the economy, over 17.5 million cosmetic procedures were performed in the U.S. by cosmetic surgeons in 2009. That translates to an 8 percent increase in one year. Dr. Berman, as the newly elected president of American Academy of Cosmetic Surgery (AACs), says that while this can be driven by our aging population's increasing desire to look youthful, there could also be added pressure on jobseekers - to look good to either find or retain jobs.

"Baby Boomers might look 50 or 60 on the outside, but we're still 25 on the inside," stated Berman. "We want to look the way we think we look." Dr. Berman points to a 2009 AACs Procedural Census Fact Sheet released this month that indicates the increase marked a 9 percent increase among women and 2 percent increase among men.



Facial Fat Grafting (Space Lift) Due to Lack of Cheek Fat

Dr. Berman's new West Los Angeles office is a

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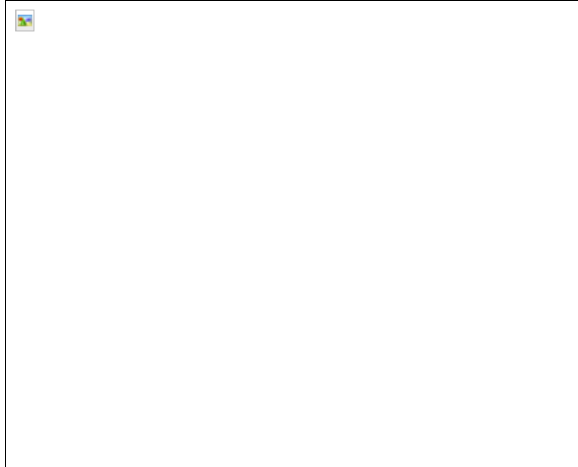
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multi-service center that not only boasts of an accredited operating room, he shares the floor with a cosmetic dermatologist and specialists in anti-aging medicine (hormone replacement therapy and optimal health medicine). "I'm committed to always presenting the best advice, not just for surgery, but also for areas related to optimum health and other minimally invasive procedures."

In January 2010, Berman was named the President of the American Academy of Cosmetic Surgery (AACS), a nonprofit organization with delegate representation in the AMA. The AACS is dedicated to patient safety and physician education in cosmetic surgery. Berman said, "It's clear that our fundamental goal remains to advance patient care in cosmetic surgery. Anything else we achieve remains secondary to that goal."



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