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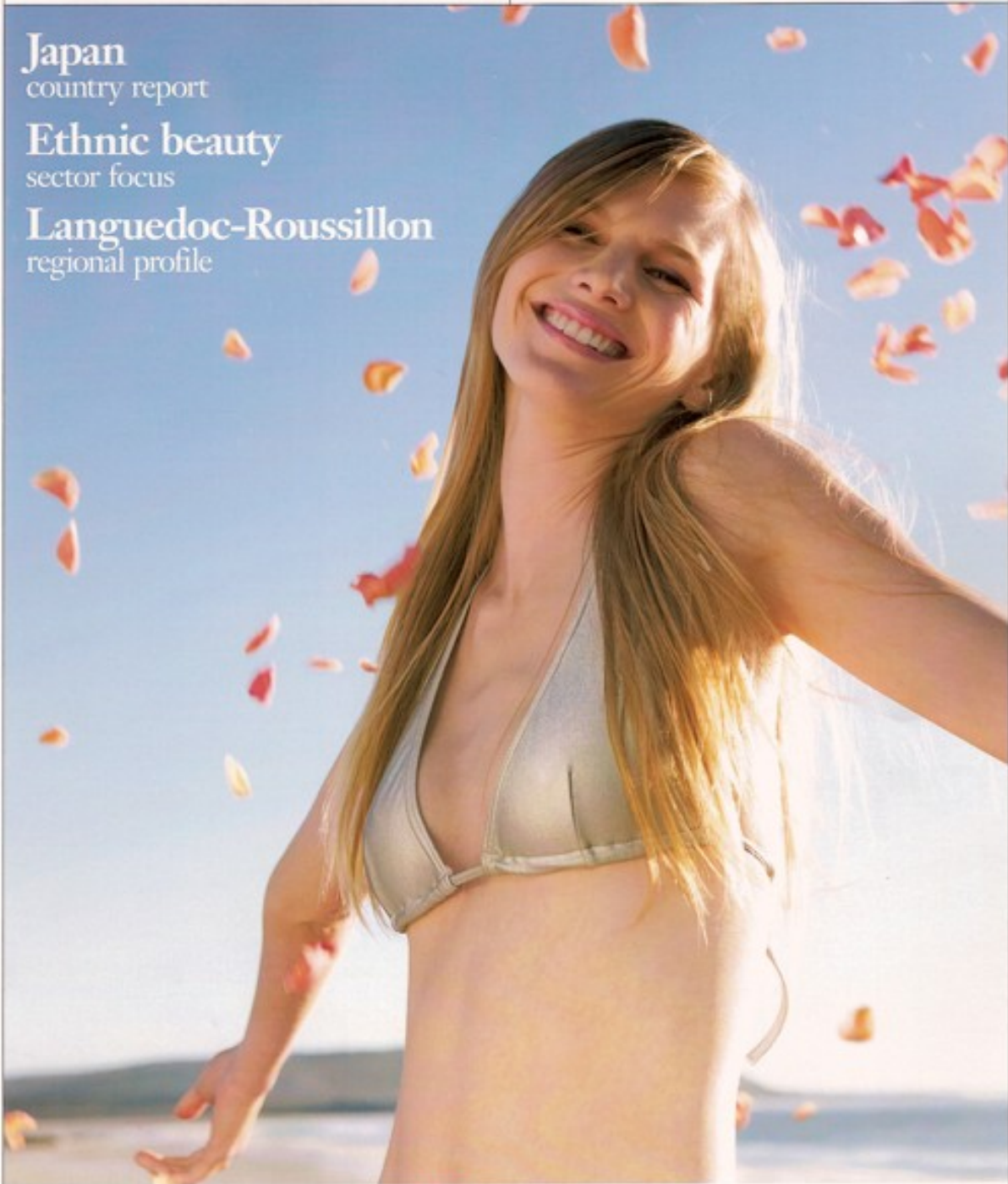
MARKET REPORT
DEODORANTS

European Cosmetic Markets
Year 28 issue 7 July 2011

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Ethnic surgery – taking the next step

Today cosmetic surgery is so advanced that even double eyelid surgery, said to create a crease in the upper eyelid of Asian consumers, has been devised, although this procedure is still in its infancy. Dr Paul S Nassif, an ethnic surgeon based in Beverly Hills, California, tells **ECM** what his ethnic patients want to change the most

“Being of Lebanese descent, my direction towards ethnic cosmetic surgery was a very natural one. This patient segment presents a very unique set of challenges due to the different patient expectations, technical demands and the aesthetics involved. Mastering these aspects has been a tremendously rewarding part of my career. The most sought after aesthetic treatments by my ethnic patients are rhinoplasty and blepharoplasty surgery – the surgical modification of the eyelid.

“Ethnic patients typically desire a moderately thinner bridge, an augmented nasal dorsum, a

refined nasal tip with increased projection and rotation and the appearance of vertical-oblique nostrils and a triangular nasal base. Ethnic patients tend to have thicker nasal skin and as a result, swelling may last longer and a patient with thick skin may not always achieve the definition they desire.

“The beauty industry is now providing some wonderful products for patients of all ethnicities that can be used pre and post surgery. Cultural biases and taboos have probably impeded the growth of cosmetic surgery in this segment. As surgeons in the US have shifted to a more natural, balanced aesthetic, and as they continue to increase their understanding of the specific needs of this patient segment, it should continue to expand. With the internet, plastic surgery has become a far more globalised market and savvy patients have realised that some of the best ethnic cosmetic surgeons are in the US.”