



Media Alert

ATTENTION: MEDICAL/HEALTH, BEAUTY & GROOMING REPORTERS

PLASTIC SURGEONS TO DISCUSS CLEAVAGE REJUVENATION, DO-IT-YOURSELF LASERS AND OTHER HOT TOPICS WITH THE MEDIA

What: For the first time, the **American Society of Plastic Surgeons (ASPS)** is bringing its popular Hot Topics in Plastic Surgery panel directly to journalists during a ***Hot Topics Overview/Webinar for the Media***. During this dynamic hour, journalists can get answers to questions on emerging procedures, trends, and new technologies while engaging in conversation with the experts. Journalists can participate onsite in Seattle or via webinar.

When: Monday, October 26, 10:30 a.m. – 11:30 a.m., Pacific Time
During *Plastic Surgery 2009*, the ASPS annual scientific meeting.

Where: Washington State Convention & Trade Center
800 Convention Place
Seattle, Washington 98101
Room: 205

How: To participate, please **RSVP to ASPS Public Relations at (847) 228-9900; media@plasticsurgery.org** or in Seattle, Oct. 24-27, at (206) 219-4726. Attendees will receive a confirmation email with access instructions.

Why: Hot Topics in Plastic Surgery is a top panel at the ASPS annual meeting. The webinar will bring panelists right to the journalists who were unable to attend the annual meeting or unable to ask the panelists questions during the panel session scheduled on Fri., Oct. 23.

As demand for more inventive, less invasive procedures for the face and body continues, are emerging treatments cutting edge or just “buyer beware” marketing hype? What promise do innovations being studied or awaiting FDA approval hold? This is your opportunity to get the answers!

About ASPS: The American Society of Plastic Surgeons is the largest organization of board-certified plastic surgeons in the world. With approximately 7,000 members, the Society is recognized as a leading authority and information source on cosmetic and reconstructive plastic surgery. ASPS is comprised of 94 percent of all board-certified plastic surgeons in the United States. Founded in 1931, the Society represents physicians certified by The American Board of Plastic Surgery or The Royal College of Physicians and Surgeons of Canada.