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### **SOCIAL MEDIA SPIKES DEMAND FOR FACIAL PLASTIC SURGERY**

**Chicago, IL, February 24, 2015** – A Chicago area facial cosmetic surgeon has seen an increase in the demand for facial procedures due to the impact of social media and ‘the selfie.’ “Social media sites have made people view themselves with a more critical eye now more than ever,” explains Dr. Jay Dutton of [Midwest Facial Plastic Center](#) in Oak Brook, Illinois. “My patients tell me this has had an influence on their decisions to explore and undergo facial plastic surgery.”

This phenomenon that Dr. Dutton sees in his office is now trending nationally. According to a study by [The American Academy of Facial Plastic and Reconstructive Surgery](#) (AAFPRS), one in three plastic surgeons have reported an increase in patients requesting plastic surgery due to their looks on social media. The AAFPRS members surveyed also noted a 10 percent increase in rhinoplasty (nose surgery) in 2013 over 2012, as well as a 6 percent increase in blepharoplasty (eyelid surgery). According to a story in the [Chicago Tribune](#), 36 percent of 18-24-year-olds admit to altering their selfies before making them public.

The influence of the ‘selfie’ shows no sign of slowing down. In 2013, the Oxford Dictionary bestowed its most prestigious honor, the “Word of the Year,” to ‘selfie.’ In 2015, it has become one of the most #hashtagged words on social media sites. And,

according to a survey conducted by internet company Travelzoo, 86 percent of Americans take at least one selfie per week.

Women are more likely to undergo facial procedures. According to the AAFPRS, women comprised 82 percent of all surgical and non-surgical procedures in 2014. The most common procedures performed were facelifts, blepharoplasties, laser skin resurfacing, Botox, and rhinoplasties. And, among male patients, the most common procedures were Botox, hyaluronic acid and rhinoplasties.

“Rhinoplasty is probably the most common procedure I perform because the nose plays a critical role in your overall look,” Dr. Dutton explains. “Now, it can be done with a minimally invasive procedure that offers less discomfort, a faster recovery time and a return to work more quickly.”

### **About Dr. Jay Dutton**

[Jay Dutton, M.D.](#), F.A.C.S., is double-board-certified in both otolaryngology and facial plastic and reconstructive surgery with extensive experience in all aspects of facial plastic and reconstructive surgery, particularly advanced rhinoplasty, endoscopic sinus surgery and facial reconstruction. He served as Chief of the Sections of Facial Plastic Surgery and Reconstructive Surgery and Rhinology at Rush University Medical Center for eight years and is still strongly involved in the training of students, residents and fellows at Rush.

For more information, visit [www.midwestfacialplasticcenter.com](http://www.midwestfacialplasticcenter.com).

Follow Dr. Jay Dutton on Twitter and Instagram: @jayduttonmd or on Facebook: <https://www.facebook.com/MidwestFacialPlasticCenter>

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