

Trouble Finding a JOB? Try Plastic Surgery

Millions of men and women trying to stay competitive in today's workforce are going beyond the realm of recruiters and polished resumes. Instead, they're seeking the remedies provided by the nation's plastic surgeons, going under needle and knife to maintain a competitive edge at the office.

And the New York Center for Facial Plastic and Laser Surgery found that 84% of men surveyed believed that physical attractiveness is directly linked to job success. 42% of those felt that improving one thing about their face would help their career.

Dr. Peter Fodor, a spokesman for the American Society for Aesthetic Plastic Surgery who has a private practice in Los Angeles, says he's seen patients who've had plastic surgery to make them more competitive in the workplace for years. But, he says as economic times have gotten tough, he's seen more people with these concerns. "You operate on their psychology by doing something for them physically."

Dr. Robert Guida is a plastic surgeon in Manhattan. He says in the last year, "I've seen an increase in men and women who've come in after being let go from their job. They're taking the time off to make improvements in order to look better and younger during the interview process." His patients range from lawyers to teachers, to investment bankers and salespeople.

One of **Dr. Guida's** patients says he was ready to retire, and did so last year. "I'm at that age when I'm already collecting social security. But then I realized with the economy the way it is, I needed to go back to work." But despite his 38 years in sales, companies were skeptical to hire him. "Today, everything is young people. They don't want to hire the old folks." So he's getting a facelift in March. "I need that chance to get hired. I was never vain enough to want to do it, but it's not about vanity anymore. I think it can help me have another shot in the workplace."

Dr. Guida says that another one of his patients is high up in the creative department at Chanel. "They're a youth-driven culture. So he decided to have a facelift and laser re-surfacing, and he feels more confident at work."

One of Dr. Fodor's patients is a judge who works in California. Fodor says she told him she was working with a much younger group of people. "She said she didn't want the court to think she was too old to 'think young' when she was handing down her decisions. She decided to have plastic surgery and she's very happy with the results."

And it's not just surgical procedures. **Dr. Guida** says he worked with a woman who had a tattoo on her upper arm. She was getting ready to go on an interview in a corporate environment and was worried she wouldn't have a fair chance with a tattoo. Another patient hasn't worked for 10 or 15 years. She decided to have some work done because she was preparing to go back to work.

Another one of **Dr. Guida's** patients decided to try Botox and Juvaderm. "I'm a vice president at a boutique public relations firm," she says. "We specialize in beauty and women's lifestyle clients." She says the median age in her office is 25, and the majority of media she pitches to are very young also. "I was looking around and realized some of the people in the office weren't even born yet when I graduated from high school. Being in the beauty industry, cost would've been a concern prior to this. But then I realized this is what I do and the money was well spent." She says that with experience comes a more elevated salary, "so you want to be the most well-rounded package that you can be." And promoting beauty products on a daily basis has gotten a bit easier since the procedure. "I felt weird telling editors to buy a cream that would make them look youthful if I looked the exact opposite," she says. "Now I don't have to worry about it any more."

And some of her friends are trying cosmetic procedures for other reasons. "They're stay-at-home moms but they think about it in terms of their husbands. Their husbands are under a lot of stress as their friends are laid off and they have to take on more work. So they go out and have work done to look good for their husbands."

Another interesting trend in this slow economy: **Dr. Guida** says he's seeing more patients pay with cash. "They don't want their spouse to know they're spending the money." And some doctors are working to keep clients and attract new ones by cutting costs. "Everyone is concerned about cost now," **Dr. Guida** says. "My bookkeeper works in several different doctors offices, and some doctors are talking to their office managers about lowering their prices."

Dr. Fodor says he's seeing more interest in injectables because surgery is expensive and the recovery time is longer. But, he says, "real help doesn't come from injectables, and they do not replace surgery."

Dr. Guida says that some of the more common surgical procedures he performs involve working on the eyelids. "It's a relatively straightforward procedure, it makes people look much younger, and it's not too expensive." Recovery time for such a procedure is about a week.

For more information visit: www.drguida.com
