

Editorial

Novel Technologies Redefining Beauty and Plastic Surgery

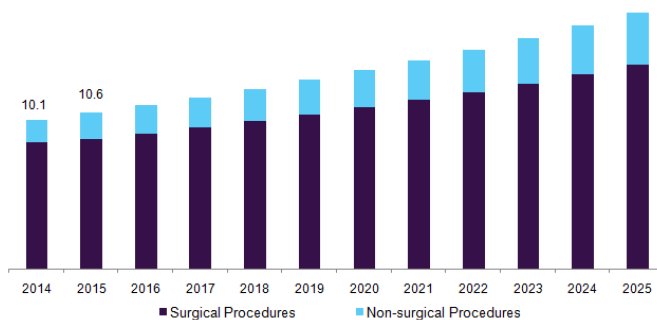
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Scope and Importance

Plastic Surgery is a surgical specialty that involves the process of reconstructing or repairing parts of the body by the transfer of tissue, either for cosmetic reasons or for the treatment of injury. Based on the function it restores and the treatment procedure followed, it is sub divided into surgical and non-surgical plastic surgery.

Plastic Surgery has become more accessible globally as the statistics show an increase in the procedures performed every year. About 21 million surgical and non-surgical procedures were performed in 2015 worldwide which shows an increase of over 1 million cosmetic procedures from 2014. Breast augmentation, eyelid surgery, liposuction are few plastic surgeries that are highly in demand.



Why ROME, ITALY??

Europe is regarded as the next frontier for plastic surgery and the number of plastic surgeons and clinics Rome has been increasing. Italy is considered as the universal center for innovation, advancements and Technology. They are obsessed with a controversial eyelid surgery, double eyelid surgery being the most common one. The other common plastic surgery procedures in Italy include Rhinoplasty, Fat Grafting, Abdominoplasty, Face lift.

In 2016, Italy ranked fourth in the entire world in plastic surgery procedures and second in facial rejuvenations. Rome is called as central hub of plastic surgery in Italy as the demand of plastic surgery in Italy is rising and ITALY prominence in this field becoming more visible on the global stage.

Associations/Societies in ITALY

- Belgian Society of Plastic, Aesthetic and Reconstructive Surgery (BSPRAS)

- Croatian Society of Plastic, Reconstructive and Aesthetic Surgery

Finnish Society of Plastic Surgeons

- Société Française de Chirurgie Plastique Reconstructrice et Esthétique

- DGPRÄC – Deutsche Gesellschaft der Plastischen, Rekonstruktiven und Ästhetischen Chirurgen Hellenic Society for Plastic, Reconstructive and Aesthetic Surgery

- Hungarian Society of Plastic, Reconstructive and Aesthetic (HSPRAS)

- SICPRE – Società Italiana di Chirurgia Plastica Ricostruttiva ed Estetica

- AICPE – Associazione Italiana di Chirurgia Plastica Estetica

- Polish Society of Plastic, Reconstructive and Aesthetic Surgery

Universities in Italy

- University of Milan.

- University of Bologna

- Sapienza University of Rome

- University of Padua

- University of Turin

- Vita-Salute San Raffaele University

- University of Milan – Bicocca

- University of Pisa

- University of Florence

- University of Naples Federico II

Associations/ Societies Worldwide

- International Society Of Craniofacial Surgery, France

- American Society of Craniofacial Surgeons

- American Cleft Palate-Craniofacial Association

- Paediatric Craniofacial Surgery association
- European Society for Trauma and Emergency Surgery
- Craniofacial Society of Great Britain and Ireland
- The American Association for Hand Surgery
- The Australian Hand Surgery Society
- The British Society for Surgery of the Hand
- Swiss Society of Hand Surgery (SGH)
- International Federation of Societies for Surgery of the Hand.

Top companies producing equipment and technology for Plastic Surgery

- Baxter International Inc.
- Allergan, Inc.
- Cynosure
- AQTIS Medical
- Lumenis
- Invasix Aesthetic Solutions
- Johnson and Johnson
- Solta Medical
- Syneron Medical Ltd
- Galderma S.A.
- Alma Laser
- Henry Schein Medical Ltd
- Medtronic Inc.

The market analysis of plastic surgery globally depends on various surgical and non-surgical procedures. The surgical procedures involve eyelid surgery, liposuction, breast augmentation, nasal surgery and tummy tucks surgeries. Non-surgery procedure includes laser rejuvenation of skin and hair removal. America and Europe are the dominating countries in the application of plastic surgery but now Asia, mainly India, Italy, Japan China is expected to show high growth rates in the upcoming years with the increase in the awareness of plastic surgery procedures and availability of physicians. Women accounted for about 86.2% cosmetic procedures, also there was a significant increase of men opting for plastic surgery. Procedures requested by men mostly are Liposuction, Eyelid Surgery, Gynecomastia, Rhinoplasty, and Hair Transplant. Minimally invasive treatments have been the most popular cosmetic treatments in 2016, with hyaluronic acid treatments growing by 16.1%. The highest growth rates are being seen in Asia. Asia is regarded as the next frontier and the number of plastic surgeons and clinics in Italy has been rising steadily, along with medical tourism in the region.

