

# Lookin' Good

Scalpels may be shelved, but beauty is still in demand.



With everyone feeling the wallet crunch lately, it would be fair to assume that elective beauty procedures would be among the first "extras" to go. On some levels, that's true. The American Society of Plastic Surgeons says that surgical cosmetic procedures in 2008 were down nine percent nationwide from 2007. However, minimally invasive procedures—injectables like Botox and Restylane—are up five percent. "People continue to want to look good to be competitive, not just for the job market but for the social market," says Denver-based plastic surgeon Dr. John Grossman. "Whether they're going to plunk down the cash for a facelift is questionable, but they're more than happy to go with Botox."

Grossman and other Denver cosmetic surgeons are enjoying steady business for numerous recession-related reasons. "Look at what was popular during the Great Depression," says Dr. Gregory A. Buford. "Alcohol, cigarettes, and cosmetics. People wanted to feel and look better. Right now there's a similar effect. People are depressed with the economy, looking for a quick pick-

me-up." Buford notes a shifting paradigm in which facial injectables are becoming a routine maintenance requirement, especially where employability is concerned. "People are getting pushed out of jobs, and attitudes about how a 40-year-old should look and act have completely changed," Buford says. "Look at how many forty-somethings are on Facebook."

Still, regular injectables can cost upward of \$1,500 a year. Financing is limited these days, so some practices are incentivizing their procedures with discounts or special payment plans. "We make sure people end up as home runs right now," says Dr. Stacey Folk, who says her appointment book is full, "so they don't feel like they're throwing away money." Plus, with almost no recovery time, patients don't worry about jeopardizing their job security—or prospects.

"Sixty or 65 as a retirement age is disappearing," Grossman says, "so more people are lying about their ages. It's all part of the belief that younger people—or younger appearing people—are going to get in the door more."

—J. DUGDALE



## Eco-Find of the Month

After stumbling upon the eco-based Tilvee Eco skincare line, we were hooked. The products come with



at least, printed in my office. "I'm making money," CEO Kristie said more about a slice of something we couldn't agree on. [www.tilvee.com](http://www.tilvee.com) —J. DUGDALE

### TILVEE PICK

#### Acai Pomegranate Rejuvenating Masque

**Why** This innovative facial treatment comes in powder form that you mix with water or, even better, household ingredients like fruit juice or honey, which have added skin benefits. We asked the folks at Tilvee to come up with a custom masque recipe.

#### Anti-aging recipe

Tilvee Acai Pomegranate Rejuvenating Masque (approx. 1 teaspoon)  
1/2 teaspoon mashed avocado  
1/2 teaspoon cooled, brewed tea (white, green, or rooibos)

**Benefits** Increases skin elasticity. Avocado is rich in nourishing fatty acids, vitamins, and minerals, which help restore suppleness. Tea softens rough skin, decreases puffiness, and strengthens immunity to stress. Acai and pomegranate infuse the skin with antioxidants, which decrease wrinkles.