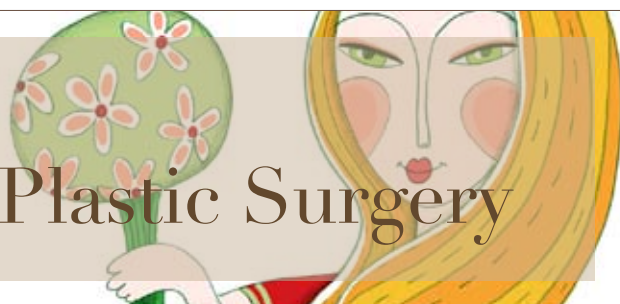


Press Release The changing face of Plastic Surgery



Leading Plastic Surgeon Allows You To Change Your Face, Body Shape and Age At The Click Of A Button

18th February, 2008

Ever wanted to see how you'd look with a flatter tummy, chiselled face or different nose? Now you can – thanks to leading plastic surgeon Adrian Richards, which has launched an online service to offer people the opportunity to change their face, body, age and shape, without going under the knife. Mr Richards is offering ChangeMyFace: specialised software created by an FBI-trained medical artist which allows you to see your face and body with different or enhanced features before committing to any surgical or non surgical procedures. The service is available at www.adrianrichards.com. A digitally manipulated image is provided so that you can clearly visualise yourself with the aesthetic changes. The images can then be used as a point of reference when reviewing your options.

Says Adrian Richards, leading plastic surgeon, (www.adrianrichards.com) and member of the British Association of Aesthetic Plastic Surgeons (BAAPS):

"The biggest factor with plastic surgery is a patient's expectations. Many come in with pictures or ideas of how they'd like to look and what they'd like to alter, sometimes without an understanding of how such a change would suit them. Changemyface is a great way of allowing people to view how the procedures would make them look before committing to plastic surgery. It offers a great point of reference and can help make an informed decision about whether or not to undergo surgery."

The imaging software used for the service is used by Auriole Prince, who trained at the FBI Academy, has worked with plastic surgeons and is an Age Progression Artist, able to predict how children and adults may look in years to come. Her experience includes many years at the 'Missing People's Charity' working as a forensic artist, manipulating images of missing persons to be used in publicity.

Auriole is also a member of the 'Medical Artists' Association of Great Britain' and has done work for numerous television programmes including Channel Four's 10 Years Younger, Extreme Cosmetic Surgery and Spendaholics.

Says Auriole:

"I set up changemyface because I have come to realise that so many more people of all ages are undergoing surgical and non surgical procedures without having a guide as to how they want to look. When visiting a clinic or surgeon, we have to rely on other people's 'before and after' photographs. I would like people to have more control in what can sometimes be a daunting process."

The ChangeMyFace service is simple to use: the user chooses a procedure, uploads their image and then describes what changes they would like to make. Tips are given for submitting the right photographs to get the best result. Images are created then made available for download and printing.

The arrival of ChangeMyFace is the latest service from Adrian Richards, who operates from a series of clinics and accredited hospitals covering areas including Princes Risborough, Northampton, Milton Keynes, Buckinghamshire and central London.

For further information about the services of Adrian Richards call 0845 460 6321 or visit www.adrianrichards.com.

Notes to Editors

Adrian Richards is acknowledged as one of the leading facial rejuvenation surgeons in the UK, carrying out more than 100 facial rejuvenation surgical procedures each year. He has been at the forefront of bringing new, advanced techniques to the UK and ensuring that all our patients receive the most skillful, caring and appropriate treatment.

The practice uses the most advanced surgical techniques available, together with non-surgical aesthetic procedures.

For all media enquiries please contact Catherine Reeve on 0845 460 6321 or email catherine@adrianrichards.com.