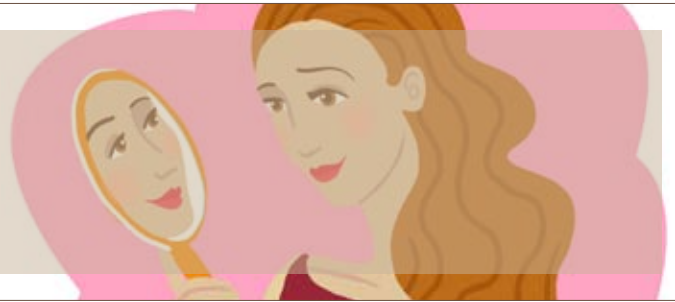


Press Release Cosmetic Face-Off



Cosmetic Surgeon Mirrors 36 Per Cent National Growth In Facelift Procedures

4 February 2008

As figures announced by the British Association of Aesthetic Plastic Surgeons (BAAPS) show that facelifts had the largest increase of all cosmetic surgery procedures in 2007, plastic surgeon, Adrian Richards (www.adrianrichards.com) announced a 30 per cent increase in the procedure at his practice. According to Mr Richards, consultant plastic surgeon and member of the British Association of Aesthetic Plastic Surgeons (BAAPS):

"The fact that facelifts have had the largest increase of all the cosmetic surgery procedures audited demonstrates just how much anti-ageing means to people. More and more people are opting to go under the knife to restore a youthful appearance, and with the advanced techniques in facelifting there is no need to succumb to the 'wind-tunnel' effect any more. Natural results which leave a patient looking eight to ten years younger are achievable. These advancements mean this type of surgery now requires minimal downtime and scarring. Patients can be back at work within two weeks looking well rested as if they've been on a relaxing holiday – which is the subtle effect most people are aiming for."

Mr Richards is renowned for his expertise in facelift surgery and presented his innovative techniques for subtle facelifting and minimal scarring to top surgeons from around the world at the last British Association of Aesthetic Plastic Surgeons' (BAAPS) prestigious annual meeting. He was one of the pioneers of the traditional MACS lift in the UK on both women and men, and stands by his new procedure – a combination of the traditional MACS lift with tightening of the neck area – as the best approach as benefits include fast post-operative healing and a much more natural-looking result.

He added:

"I can create bespoke procedures specifically designed for the individual and their requirements. With modern, light anaesthetics recovery is usually rapid, and I only use absorbable stitches which melt away naturally, avoiding removal of stitches which can often be uncomfortable."

Mr Richards offers the possibility of talking to previous patients to gain a first hand account of what is involved in surgery and recovery. Adrian Richards operates from a series of clinics and accredited hospitals covering areas including Princes Risborough, Northampton, Milton Keynes, Buckinghamshire and central London.

Members of the public can book an appointment for a free consultation for both surgical and non-surgical procedures by calling **0845 460 6321**.

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.