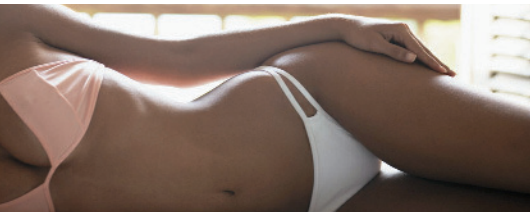


The popularity of cosmetic surgery is continuing to soar. **DAN CYPRUS** discusses with Norfolk's cosmetic surgeons why staying local for treatment comes highly recommended.

# Make an informed decision



The cosmetic surgery industry is both positively and negatively influenced by the popular press. A combination of prime time television programmes featuring A to Z list celebrities and our own self-esteem persuades many to seek surgical enhancement.

Magazines are littered with pictures of beautiful faces and the perfect bodies of fairytale couples, who always appear to be incredibly happy and unintelligibly wealthy.

Is this the reason an ever-increasing number of people are trying to change their appearance and shape?

Individually, we all approach the subject of cosmetic surgery with a broad range of views, pre-conceptions, hang-ups and moral arguments, falling on either side of an uncomfortable fence.

In truth, only you can know what is right for you – and the most important thing is not to rush (or be rushed) into cosmetic surgery.

Think carefully about why you want surgery and what you realistically expect it to do for you.

Having your tummy flattened, your breasts enlarged or your face lifted may make you feel great, but it won't win you the job of your dreams, solve life's stresses and strains or turn a frog into a handsome prince.

However, for many people, after years of putting up with a body part which makes them unhappy, undermines their self-confidence and has considerable implications for their state of mind, cosmetic surgery can be the Holy Grail.

So how do you progress safely and navigate a myriad of fancy websites, trained sales agents and "book today" discounts?

There is a range of options available. Some companies will find a surgeon for a "finder's fee", others offer a treatment package abroad, some throw in free "goodies", and then there's the local hospital option.

A leading surgeon has been quoted as saying: "Some people spend longer choosing their bathroom tiles than they do choosing their surgeon." It may sound like a sound bite, but it's probably true.



## Cosmetic surgery at Spire Norwich Hospital



**Spire**  
Norwich Hospital

Call us now to find out more on

**01603 255 614**

[www.spirehealthcare.com/cosmetic](http://www.spirehealthcare.com/cosmetic)

### BE AN INFORMED BUYER

Some people have a clear idea and a realistic expectation of what they want, and will opt to see a surgeon for a private consultation. If, like most people, you don't fall into this category, Spire Norwich Hospital cosmetic surgeons have a few thoughts to share:

- Ask your surgeon how many operations they have performed of the type you want. You may not want to be the first!
- Ensure any "before" and "after" photographs shown during your consultation are of your surgeon's own work.
- An experienced reputable surgeon should be able to put you in contact with previous patients so you can ask specific questions rather than

- receive "edited highlights".
- Make sure your surgeon is registered by the General Medical Council (GMC). Log on to ([www.gmc-uk.org](http://www.gmc-uk.org)) to check.
- Avoid over-seas travel for cosmetic surgery. The surgeon may be very good, the hospital or clinic very clean, you may even save a few pounds – but all surgery carries a risk of complication. Thousands of miles and an

airport departure lounge between you and an urgent follow-up is never advisable.

- Take your time and be an informed buyer. Patients who are better informed are generally extremely happy with the outcome of their surgery. Perception is reality, so an unrealistic expectation can leave patients feeling dissatisfied despite a perfect outcome.