



NORTH SHORE CENTER
FOR
**FACIAL, PLASTIC &
COSMETIC SURGERY**
Anthony J. Geroulis, M.D.

CURRENT ECONOMIC SITUATION SPARKS NEW COSMETIC SURGERY TREND FOR MALE PATIENTS

North Shore Center for Facial Plastic & Cosmetic Surgery, overseen by board-certified cosmetic surgeon Dr. Anthony Geroulis, has noted an interesting trend over the last several years: a steady increase in men undergoing cosmetic surgery. While reasons for this are varied, delayed retirement and the desire for men to keep up with younger employees have played a large part in it.

NORTHFIELD, IL—AUGUST 1, 2014— North Shore Center for Facial Plastic & Cosmetic Surgery has noted a rising trend over the last few years: more and more men are opting for cosmetic surgery. The industry, once mainly reserved for women, has been changing over the last decade or so. The reasons, notes board-certified cosmetic surgeon Dr. Anthony Geroulis, are quite fascinating: “Some men tell me they are considering cosmetic surgery for personal reasons, for example to keep up with their younger looking spouses who are long familiar with the world of cosmetic surgery. For others, however, it’s to benefit their professional life: many male patients have told me they want to feel confident and youthful amidst an influx of younger employees.”

The current economic situation has led to later retirement for many individuals. Seemingly unrelated to the cosmetic surgery industry, this later retirement and increase in younger co-workers has sparked the desire for some men to look and feel the part, thus prompting this staggering trend: “We have seen a growth in men and cosmetic surgery since the year 2000. Back then less than 5% of our patients were men and now they make up 35-38% of our total patients.”

There are many cosmetic surgeons for men to choose from, but one reason Dr. Geroulis is so popular with men of Chicago and the North Shore is the emphasis he places on natural results. Dr. Geroulis strives for patients to look like themselves but the version that is refreshed and rejuvenated. As Dr. Geroulis always says, “I want my patients to look like themselves but years ago.”

For more information about Dr. Geroulis and his fully accredited facility, North Shore Center for Facial Plastic & Cosmetic Surgery, please visit www.geroulis.com or call 847.441.4441.

About Dr. Anthony J. Geroulis:

Bringing over 33 years of surgical and artistic experience to the field of facial plastic & cosmetic surgery, Anthony J. Geroulis, MD, FICS, has repeatedly been named a “Top Doctor” by *U.S. News & World Report*. Board certified in cosmetic surgery, author and active sculptor, Dr. Anthony Geroulis is a clinical professor of surgery at University of Chicago Medicine. His practice is headquartered in Northfield, with offices in Chicago, at University of Chicago Medicine and at St. Alexius Medical Center in Hoffman Estates.

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