

## **Your Finances or a Facelift? It's Time to Downsize**

Posted on : 2009-02-11 | Author : Wendy Lewis & Co Ltd  
News Category : PressRelease

### **NEW YORK, Feb. 11 NY-WendyLewis-Beauty**

#### ***Leading Image Enhancement Coach Wendy Lewis Explains the New Face of Frugality***

NEW YORK, Feb. 11 /PRNewswire/ -- International beauty expert and leading image enhancement coach Wendy Lewis, counsels private clients on all aspects of cosmetic enhancements and anti-aging beauty treatments from Botox to Perlane, lasers, skincare, tummy tucks, facelifts and more. When it comes to worrying about your finances or a facelift in today's tough economy, Lewis, who opened Wendy Lewis & Co Ltd, Global Aesthetics Consultancy ([www.wlbeauty.com](http://www.wlbeauty.com)) in 1997, advises clients to put facelifts on hold. Understanding that people will take time to negotiate a better mortgage or deal on a new car, Lewis cautions people to do the same when it comes to cosmetic treatments.

In the current state of affairs, everything is on sale, from beachfront property and diamonds to designer clothes and luxury hotel stays - so it would seem logical that the market for facelifts and breast implants would follow suit. The trend in healthcare, elective or otherwise, from a cost perspective has been an overall downsizing. Jobs once done by MDs are now carried out by RNs or possibly medical assistants. Hospital stays have shortened from 2 or 3 days after a procedure such as a tummy tuck, to just one day. In aesthetics, at-home peel and microdermabrasion kits have given way to do-it-yourself spray tanning booths and cellulite machines while acne devices such as the Zeno or the first diode laser for hair removal called Tria can now be found at mass retailers.

According to Lewis, "There is no question that people are putting big ticket procedures on hold for now. The drop began with the downfall of Lehman Bros. all the way through to the Madoff scandal. I'm now advising clients to put major things like a facelift on hold. This is a good time for men and women looking to improve their looks and their image because there are more less-expensive options available like facial fillers and doctors are more willing to negotiate. Do your homework to find the best prices and a doctor you are comfortable with," concludes Lewis.

The injectable market is holding its own as surgical patients are putting off invasive, procedures in favor of long lasting fillers like Perlane and Evolence. Consumers who have been getting Botox and fillers and not stopping cold turkey, but rather they are spacing out their treatments for longer, taking advantage of special offers and deals, and cutting down on fluffy beauty services in exchange for medical procedures that really work. This is a trend that has traction and it is not likely to fade away anytime soon. On the

contrary, we can expect more people to take their healthcare, age management and wellness as well as beautifying treatments into their own hands and their own homes in the near future.

#### About Wendy Lewis

Dubbed 'The Knife Coach(R),' since 1997 Wendy Lewis ([www.wlbeauty.com](http://www.wlbeauty.com)) has built an international reputation as the foremost cosmetic enhancement coach advising private clients on when and where to get lifted, injected, and lasered. Wendy has written 10 books on beauty and health, including her newest, *Plastic Makes Perfect: The Complete Cosmetic Beauty Guide* (Orion, 2008).

SOURCE Wendy Lewis & Co Ltd

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