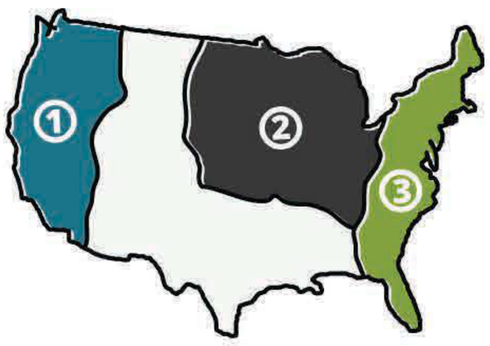
Trends

Where

1. *Facial Treatments/Botox*
2. *Mommy Makeover*
3. *Butt Augmentation*



Who

51,000,000

51 million unique visitors in 2014

Why

High interest from brides-to-be:
Invisalign

High interest from newly divorced:
Breast Implant Removal

What

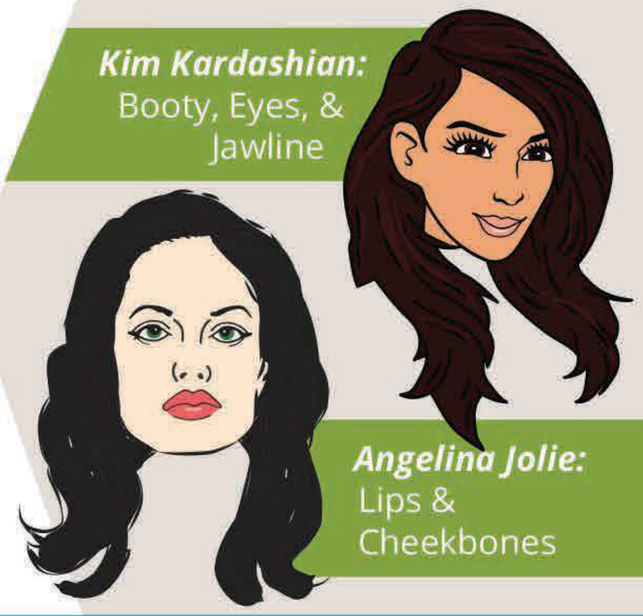
Breaking Trends/Interest based on millions of online searches

Lip & Butt Augmentation

Cellulite treatments

Top Searched Celebs

Kim Kardashian: Booty, Eyes, & Jawline



Angelina Jolie: Lips & Cheekbones

...Why not ask the experts?

I lost 250 pounds. What can I do about my loose skin?

What conditions can Botox really treat?

What are the best new treatments for acne scars?

realself

With over a million answers from board-certified plastic surgeons, dermatologists, and dentists — as well as user-generated content including reviews, before and after photos, and videos — RealSelf is the world's largest resource for consumers seeking information on cosmetic surgery, reconstructive surgery, dermatology, bariatrics, and dentistry.

Doctors

Offering expert insight and the inside scoop on the newest advancements on the market

1 IN 5 WOMEN
is seriously considering
COSMETIC SURGERY

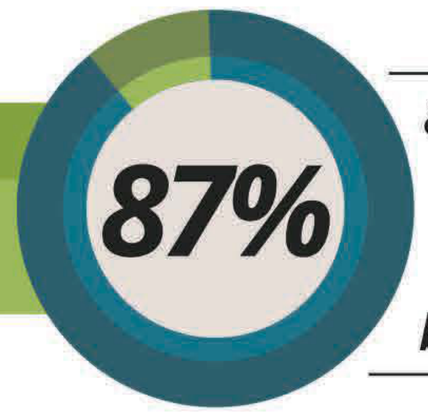
"After having a baby, the only way to gain access to the full abdominal wall in order to repair abdominal separation (diastasis recti) is by a full tummy tuck."

approximately
20,000
Board-certified physician profiles on RealSelf

more than
1,000,000
Answers from board-certified doctors and specialists

Community

Free of judgment, yet also trusted, RealSelf is a vibrant community of women and men sharing deep, emotional experiences



87% of women are unhappy with their body

"How much time should I take off of work?"

"How do I tell my kids?"

***"I feel so much better about myself.** I know the self-assuredness makes me a better mom to my children and a better wife to my husband."*

*"After reading **hundreds of reviews**, I decided not to go forward with the procedure because it wasn't right for me."*

Site Features

Worth It
Customer satisfaction rating

300
Treatment profiles

1,000
Before and after photos uploaded by users every day

4,000
Videos available to view online

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