



7475 Poplar Pike  
Germantown, TN 38138

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901.624.5605  
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## Cosmetic Procedures On The Rise Around Memphis

ABC 24 - BY JOY LAMBERT

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GERMANTOWN, TN - The worries and wrinkles caused by the bad economy are being erased as cosmetic surgery is on the rise in the Mid-South.

All day, every day the number of credit cards swiped at Germantown Aesthetics increases. Doctor Gregory Laurence says, "We have absolutely never been busier, we have patients that are leaving to go other places to do procedures because we can't get them on our schedule." Dr. Laurence says he even has a list of 25 people waiting for vein procedures.

"It's a good mix between returning patients, but mostly it's new patients by referral." Dr. Laurence says, "I think the word is getting out that cosmetic surgery really delivers, it's the real deal."

Dr. Laurence says his advertising budget was cut when the economy crashed. Now business is booming just through referrals. He says new techniques with less recovery time and longer lasting results make the procedures more appealing. "Cosmetic surgery isn't your mother's cosmetic surgery," Dr. Laurence says, "With new anesthesia, patients can have zero bruising, have very fast weekend recovery, sometimes lunchtime recovery."

Plus, Dr. Laurence says, while people are still losing work, patients are willing to pay a little more if a simple fix can help save their job. "Patients come to us with a common story, my job is in jeopardy and everything is important, the way I look, present myself, my image. They say, 'What's available?'" A question that keeps patients coming in and a sign that people are willing to spend.

Cosmetic procedures with recoveries of more than a week are not increasing, many patients say they can't afford to take time off work.

According to the American Society for Aesthetic Plastic Surgery cosmetic surgery is up nearly 10 percent across the nation. The most frequently performed surgical procedure is breast augmentation, the most popular non-surgical is botox.

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