

A PRINT AND ONLINE ADVERTISING FEATURE IN CANADA'S #1 NATIONAL NEWSPAPER AND #1 NEWS WEBSITE



A NEW LOOK – PLASTIC SURGERY

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Feeling comfortable in one's own skin can contribute to a person's confidence and ability to connect in social settings. This correlation between self-esteem and confidence in one's appearance is at the heart of the popularity of plastic surgery – a surgical specialty that involves the restoration, reconstruction or alteration of the human body. With the availability of a growing range of procedures and products over the past years, more and more women and men consider plastic surgery as a means of enhancing the features of their faces and bodies.



GOING LIVE IN PRINT AND ONLINE:
APRIL 12, 2017

GET INVOLVED BY:
MARCH 1, 2017

MATERIALS DUE:
APRIL 5, 2017

Produced in collaboration with the **Canadian Society of Aesthetic Plastic Surgery (CSAPS)**, this feature will contain the following editorial highlights:

AESTHETIC SURGERY. What are the views of Canada's leading experts when it comes to boosting looks and self-confidence through facial and body aesthetic surgery?

WOMEN'S TOP CHOICES. We explore the latest trends in procedures women opt for, including face lifts, eyelid surgery, liposuction and breast enlargement or reduction.

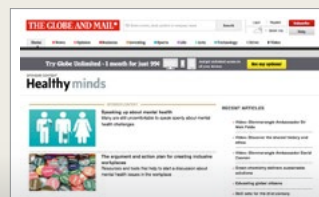
MEN'S TOP CHOICES. What are the procedures that are most commonly performed on men? A look at hair transplants, nasal surgery and calf or buttock implants.

INNOVATIVE TECHNIQUES AND PRODUCTS. We highlight new techniques and products that contribute to better outcomes of plastic surgery procedures.

NON-INVASIVE PROCEDURES. We ask the experts about non-invasive procedures, such as chemical peels, microdermabrasion, thermage, laser and intense pulsed light therapies and cosmetic fillers.

PATIENT CARE. We look at leading clinics and plastic surgery specialists with emphasis on exemplary patient care, including consultations, surgery and follow-up.

We've had a long history of producing engaging print and digital features. Select a link below to view a previous feature.



NEXT STEPS? Contact Globe and Mail Project Manager RICHARD DEACON at 604.631.6636, or via e-mail at rdeacon@globeandmail.com

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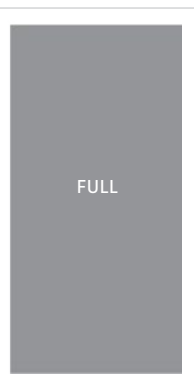
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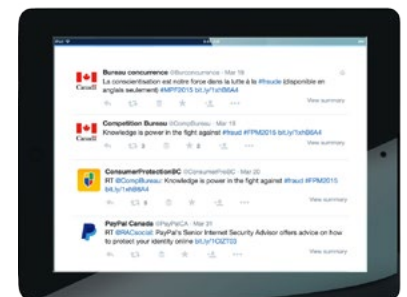


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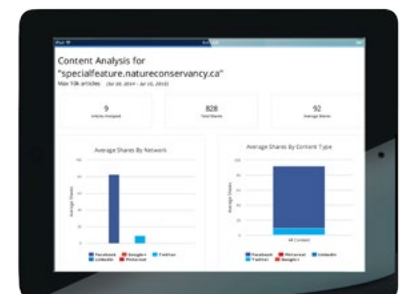
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