

# Survey of Major Yellow Pages Advertisers \*

## Physicians & Surgeons - Plastic Surgery

### Comparative Ad Analysis for \_\_\_\_\_

<b>Services Offered or Problems Solved:</b>	Breast Enlargement/Reduction Breast Lifts/Reconstruction Lip Enhancement/Botox Fat Suctioning/Liposuction Tummy Tuck/Abdominoplasty Computer Imaging Face Lifts/Maxillo-Facial Eyelids Tightened/Rejuvenated Chin/Cheek/Jaw Enhancement Dermabrasions/Acne Scars Skin Cancer Treatments Skin Growths/Lesions Biomedic Facial Peel Permanent Makeup Fat Injections/Gortex Implants (Micro) Reconstructive Surgery Broken Facial Capillaries Facial/Body (Lipo) Sculpting Laser Facial/Skin Resurfacing Pediatric Anomalies Nose Refinement "Medical Spa" – Waxing, etc.	Penile Enlargement Dupuytren Contracture Cheek & Chin Implants Scar Revision/Tattoo Removal Hand Surgery/Arthritis Freckle/Birthmark Cover-up Wrinkle Cover-up/Removal (Laser) Collagen/Botox/Fascian Vein Sclerotherapy Laser Treatment (Ultra Pulse) Age Spot/Mole Removal Red Flushing/Rosacea Forehead/Brow Lifts/Eye Lifts Power Peel (Microdermabrasion) Torn Ear Lobe Repair Dental Surgery/Sinus Surgery Natural/Chemical Skin Peels <b>LASER SURGERY EMPHASIS</b> Ultrasonic/Tumescent Liposuction Saline Breast Implants Snoring Correction/Treatment	Cosmetic Rhinoplasty Nose Fracture/Reshaping/Contouring Body Contouring/Buttocks Lifts (Micro) Hair Restoration Neck Lifts/Pin Back Ears/Otoplasty Varicose & Spider Vein Removal Cleft Palate/Lip / Deviated Septum Obagi Skin Care Products & Peels Head & Neck Cancer Pectoral/Calf Enhancement Port Wine Stain Removal <b>PHOTOS (Before/After, MDs, etc.)</b> Stretch Mark Removal / Pumpkin Peel Pediatric Plastic Surgery Ganglions/Tendons/Nerves Carpal Tunnel - Endoscopic Release Biomedic Glycolic Skin Care Birth Defects/Burns Endoscopic/Micro Surgery Endermologie (Cellulite Reduction) UAL, SAL & PAL Liposuction
<b>Confidence Factors:</b>	<b>EMPHASIS - LOOK BETTER, FEEL BETTER, etc.</b> State Licensed/Confidentiality Board Certified by American Board of Plastic Surgery Emergency Service	Specialist - e.g., "Noses Only" Awards / Anesthesia Options Certified Private Surgery Site American Society of Plastic & Reconstructive Surgeons Certified - General Surgery	AAAASF/AAAHAC Accredited Facility Years in Practice/Hospital Affiliation Names/Degrees of Associates No-Scar Breast Enlargement Complete Aftercare/Post-Mastectomy Care Female Practitioner(s) / State of the Art
<b>Convenience Factors:</b>	On-Premises Surgical Center Web Address/Toll-Free Number Office Hours/Days/Parking Hours by Appointment	<b>Virtual Medical Office</b> Credit Cards/Financing Educational Seminars <b>Before-After Photos Online</b>	Location Data/Map/Multiple Locations Insurance Accepted Where Applicable Free Consultation/Brochure/Information <b>Invitation/Inducement to Visit Website</b>
<b>Special Services or Extras:</b>	Complimentary Brochure Complete Post-Op Instructions Outpatient Surgery Suite Physician Referral Work Related Disorders	Limb Salvage Foreign Language(s) "Improve Past Unhappy Results" Occupational/Hand Therapy Before and After Photos	Asian Eyelid Surgery / Massage Second Opinions / Skin Care Products Laser/EpiLight Hair Removal Advanced Skin Care/Lash & Brow Tint Keloid Removal/Stop Snoring
<b>Typical Related Headings:</b>	Physicians & Surgeons - Medical - MD * (* See general Physicians & Surgeons Ad Analysis Sheet for additional copy ideas.)	Clinics Physicians – Dermatologists	Guide Pages

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