



FOR IMMEDIATE RELEASE

Santa Barbara Plastic Surgeon sees Clients Invest in Themselves in Tough Economy

Despite tough economic times and increased job layoffs, aesthetic appearance enhancements through cosmetic procedures and/or surgery still make the budget to help secure new jobs and keep jobs.

SANTA BARBARA, CA., April 14, 2009 – In a slow economy, people are cutting back on expenditures such as mid-morning lattes, personal trainers or housekeepers. Interestingly enough, however, plastic surgery or cosmetic surgery may not be getting hit as hard as other businesses.

"People live to a ripe old age these days and want to look as young as they feel," said Dr. Terry J. Perkins, a Santa Barbara, CA cosmetic surgeon and owner of Cosmetic Surgery Center Medical Group based in Santa Barbara, California. "In addition, the slim job market encourages people of retirement age (who cannot afford to retire) to compete with younger professionals and put their best face forward – literally."

"I have met many people that are confident at what they do, but not about how they look," continues Dr. Perkins. "And this lack of confidence can show through in an interview or in the workplace. I have seen firsthand how making someone feel more comfortable with their aesthetic appearance has greatly improved their confidence and upped their self-esteem."

Dr. Perkins has been practicing aesthetic cosmetic surgery in the counties of Santa Barbara and Ventura for over 30 years. For people looking for aesthetic enhancements with less downtime, Dr. Perkins provides a number of non-invasive options for skin rejuvenation. He was part of a group of select doctors picked to conduct a study leading to the approval of Botox Cosmetic.

"With such an unpredictable stock market these days, people are finding that an investment in themselves provides unlimited, almost immediate, returns," said Dr. Perkins. People can make their own coffee, exercise without a personal trainer and clean their own house, but removing bags under their eyes or erasing wrinkles is not so easy to accomplish without the help of a medical professional, which is exactly why Dr. Perkins, and other cosmetic and plastic surgeons, are still feeling secure in this economy.

Professionals never have a second chance to make a first impression and in tough economic times, aesthetic enhancements can boost appearance, confidence and for some, a competitive professional edge.

About Dr Terry Perkins, MD, Santa Barbara Plastic Surgeon: Dr. Terry J. Perkins MD is a nationally-recognized, double board certified cosmetic surgeon, who specializes in facial cosmetic surgery, skin rejuvenation, and body contouring. Dr. Perkins practices at the [Cosmetic Surgery Center Medical Group](#) in Santa Barbara and Oxnard, California and is the founder of [Evolutions Medical Spa](#) in Santa Barbara. Dr. Perkins offers a wide array of services designed to effectively meet his patient's aesthetic needs and is an expert in performing surgeries that give a natural, rested, "non-operated" look. He has his own state-of-the-art fully accredited plastic surgery center in Santa Barbara, CA, geared to the safety and comfort of his patients. More information at www.cosmeticsurgerysb.com.