

MEDIA RELEASE – FOR IMMEDIATE RELEASE

Boca Raton, Florida February 4th, 2013

INTERVIEWS AVAILABLE – IN OFFICE OR IN-STUDIO

VISUALS: DR. GREGORY ALBERT, BOARD CERTIFIED PLASTIC SURGEON:

TOPIC: WHAT TO GIVE THE ONE YOU LOVE IN SOUTH FLORIDA / MEN & WOMEN TURING TO LUNCH HOUR PROCEDURES TO LOOK FABULOUS FOR VALENTINE'S DAY, 2013

VALENTINE'S DAY 2013



Dr. Albert speaks and lectures on the importance of choosing a Board-Certified Plastic Surgeon for any form of Plastic Surgery as well as all Facial Cosmetic Procedures, including injectables and fillers. There have been so many reports of “backroom procedures”dangerous to the general public and truly an issue in South Florida.

Thanks to changing lifestyles, there has been a dramatic change in the demand for cosmetic

treatments during the Valentine's season.

"As compared to the rest of the year, the week before Valentine's Day records an increase of 60 percent of candidates for treatments like botox and juvederm," says Dr. Albert

As women try to put their best 'face' forward for Valentine's Day, their partners may be gifting them cosmetic session packages.

How about a makeover that takes no more than five minutes, changes the way you look, dramatically, yet doesn't burn a hole in your pocket? Impossible, you might say, but some plastic and cosmetic surgeons have made this dream come true for many love-struck people this Valentine's Day.

As both men and women try to put their best 'face' forward for Valentine's Day, doctors say that inexpensive, non-invasive procedures are in demand.

"With Valentine's Day round the corner, we are receiving a large number of clients. They want to get results at the earliest, so they are opting for healthier and non-surgical treatments like botox and juvederm instead of going under the knife."

Among all the treatments, full and plump lips are in vogue, because "women feel that well-defined, perfect and curvaceous lips attract a lot of attention, especially men's. During Valentine's season many women come to us for lip treatment."

As far as results are concerned, Juvederm treatment has an instantaneous effect. In botox treatments, the result will be visible within two to five days. So people opt for such treatments a week before Valentine's Day.

It also suits the lifestyle of working women.

"In today's world when women are so busy that they don't have time to devote on themselves, the advent of dermal fillers has definitely made women live up their dream of looking extraordinary and feeling beautiful and sexy."

VALENTINE'S DAY 2013

**GIVE THE ONE YOU LOVE THE GIFT OF BEAUTY
GIVE YOURSELF THE GIFT OF BEAUTY**

Gregory Albert, M.D. Plastic Surgery

Take the next step towards a new you...together

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