

Latinos and Plastic Surgery

Plastic surgery is becoming more and more popular throughout the world. Latinos have always embraced beauty and have accepted plastic surgery earlier on than other ethnicities. One area that bears special consideration is the nose, which lies in the center of the face. Traditionally speaking, rhinoplasty has been used to make all noses smaller and pointer. The problem with this approach is that it leads to a nose, which does not fit the face structure or ethnicity.

The ideal face has also changed during that time. During the 1950's and even up to the 1980's, the ideal face was consistent with a blond, fair skinned female with a pointy nose. However, with time, society has embraced a wide variety of sizes and shape sizes to noses which blend in with the patient's face.

Finding a surgeon who understands ethnic rhinoplasty has become a challenge. Fortunately, surgeons like Dr. Shah are carving out a new niche in the beauty world. "Rhinoplasty for me is a highly unique and specific operation. I have to make a nose, which fits both the patient's face as well as their ethnicity. More and more Latino patients I treat are seeking noses which are beautiful, natural and proportional to their being," states Dr. Shah.

Latinas wanting to look beautiful is not going to change. This is evidenced by any beauty pageant or Victoria's Secret event where Hispanic females are the star attraction. Skilled rhinoplasty surgeons, such as Dr. Shah, continue to make Latina noses beautiful-and keep us Latina. After all, beauty has been and will be a part of the Latina culture.



"Anil R Shah MD is a plastic surgeon renowned for his expertise in beauty



BEFORE



AFTER