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## Cosmetic procedures seeing small uplift

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The Detroit News

Though people are wary of spending full throttle again, they're slowly opening their wallets for personal care, according to local dentists, orthodontists and plastic surgeons.

"I think they feel it's stabilizing, whereas a year and a half ago they were concerned about their jobs," said Dr. Michelle Hardaway with Aesthetic Plastic Surgery & Laser Center in Farmington Hills.

Hardaway said more clients are coming in for consultations and more are opting to have surgery, though her practice isn't as busy as it was before the recession.

Many patients still have trouble getting financing for their surgeries and are often declined by third-party credit services.

While liposuction, rhinoplasty and breast augmentation remain popular, patients are also choosing cheaper nonsurgical procedures, including Botox, injectable fillers, laser hair removal and laser treatments to the face, Hardaway said.

Dr. Gregory Roche, a cosmetic surgeon in Bloomfield Hills, said appointments for surgical and nonsurgical procedures increased 50 or 60 percent this year over the same six-month period last year.

"People want to improve their image to get back to work or get a job, or they're doing interim procedures as they wait," Roche said.

Meanwhile, the Birmingham-based orthodontics firm Tyler Dumas Reyes credits its six-figure investment in new technology and training for its growth, including a third location set to open in Novi next month.

But patients aren't as freewheeling as they used to be, Dr. John Dumas said.

"It used to be that they'd come in, sign on the dotted line and get going."

Now, he says, they are more cautious before committing money.

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