

Meet 100 Doctors Transforming Cosmetic Surgery in Social Media Today

Plastic surgeons, dermatologists, and medical specialists making up the RealSelf 100 are claiming their position as leading social media influencers

Seattle, WA (April 10, 2013) – The \$30 billion business of cosmetic surgery is getting its own significant makeover.

At a time when people are turning increasingly to social media for informed insights on everything they purchase, aesthetic consumers are benefiting from the expertise provided by some of the world's leading professionals in the field. Their efforts have helped ensure that millions of consumers make informed decisions about cosmetic procedures.

To honor these doctors, RealSelf is announcing the RealSelf 100 award, which is presented to one-hundred doctors who are using the power of social media to connect and share their insights with consumers. By devoting thousands of hours on RealSelf — the world's largest consumer source for cosmetic surgery information — these socially-engaged medical experts support millions of people through important and emotional beauty decisions related to their face, body and smile.

The award is based on these doctors' enduring dedication and willingness to respond to consumer questions and patient feedback. Consumers post thousands of questions each month to [doctor Q&A](#) and share their experiences in reviews and stories that make up the [RealSelf Worth It Ratings](#). It's through these doctors' commitment that those consumers can embark on their own "aesthetic journeys" with confidence.

The full list of awarded doctors is available at <http://bit.ly/RealSelf100>.

"Doctors are incredibly busy and deserve recognition for volunteering significant time helping people get answers to their important questions about cosmetic treatments and personal appearance concerns or goals," stated Tom Seery, CEO and Founder of RealSelf. "The RealSelf 100 represents doctors who harness the power of social media and our community in order to make a positive difference. We see this award as a way for our 3.5 million monthly visitors to express a collective 'thank you' for their dedication and support."

That dedication pays off in other ways, as well. In return for the deep engagement on the site, the RealSelf 100 doctors experience significant visibility with consumers interested in aesthetics and finding the right provider. By devoting more time to answering consumers' questions, these doctors receive

more than 10 times the website visits than the average doctor. In fact, despite representing just 2% of participating doctors, these professionals received 3 out of every 10 clicks to doctor websites last year.

Just as cosmetic surgery can have a transformative effect on people's lives, the RealSelf 100 doctors are transforming the way those people come to make informed decisions about services, procedures and providers.

About RealSelf

RealSelf is the leading consumer resource within the \$30B medical-beauty industry, which represents everything from elective cosmetic surgery to obesity management to cosmetic dentistry. RealSelf takes the "whisper conversations" associated with these interests and has built a roaring online conversation that helps people discover what's worth it, and what's not. More than 5,000 [board-certified doctors](#) and medical specialists also contribute to RealSelf, lending their expertise to answer questions and to offer opinions. Learn more at www.realslf.com.

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