

# Idaho Plastic Surgeon Tells Why Non-Surgical Treatments Are Surging

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*Dr. Mark Freeman, who offers minimally invasive treatments and plastic surgery in Idaho, says he's seen this national aesthetic trend in his own practice.*

IDAHO FALLS, ID, USA, April 12, 2015 /EINPresswire.com/ -- Dr. Mark Freeman ([www.drmarkfreeman.com](http://www.drmarkfreeman.com)), a board-certified plastic surgery specialist in Idaho, says national statistics showing the increased popularity of minimally invasive aesthetic treatments, such as injectables and non-surgical fat reduction, reflect a trend he's seeing at his own practice.

"The appeal is clear for a lot of our patients," Dr. Freeman says. "Advances in non-surgical procedures have allowed patients to get great results with shorter treatment times and little to no downtime. We see patients frequently for [BOTOX® injections](#) in our Idaho Falls and Jackson Hole offices who return to work that same day."

BOTOX is far and away the leading non-surgical treatment performed annually in the U.S., [according to statistics](#) released earlier this year by the American Society for Aesthetic Plastic Surgery. More than 3.5 million BOTOX procedures were performed in 2014 nationwide, the ASAPS numbers show.

The popularity of minimally invasive procedures, however, isn't limited to reducing wrinkles or other anti-aging treatments. In fact, non-surgical procedures accounted for 40% of the total amount of money spent last year on cosmetic procedures. They range from non-surgical fat reduction treatments such as CoolSculpting® to laser hair removal.

Patients in Idaho Falls, Dr. Freeman says, choose non-surgical treatments as an alternative or complement to plastic surgery, depending on their cosmetic goals.

"CoolSculpting, for example, is an extremely effective method of fat reduction for trouble spots such as love handles that even people who exercise regularly can't get rid of," the plastic surgeon says. "For some patients, CoolSculpting offers a non-surgical alternative to liposuction."

The number of non-surgical fat reduction procedures performed in 2014 saw a 43% increase compared with 2013.

Dermal fillers, which are often combined with BOTOX injections to rejuvenate the face, are also

among the top 5 non-surgical procedures performed each year, according to the ASAPS statistics. Fillers include products such as JUVÉDERM® and RADIESSE® that are used to reduce fine lines and wrinkles and add volume to the face.

"It's a very exciting time to be a plastic surgeon," Dr. Freeman says. "With all of the options available, both surgical and non-surgical, I'm able to customize treatments for individual patients in a way that can meet their specific aesthetic goals."

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Serving Idaho Falls and Jackson Hole, plastic surgeon Dr. Mark Freeman ([www.drmarkfreeman.com](http://www.drmarkfreeman.com)) is certified by both The American Board of Surgery and The American Board of Plastic Surgery. He graduated with honors from University of Florida College of Medicine and went on to complete a plastic surgery fellowship at the esteemed Mayo Clinic. Dr. Freeman offers cosmetic enhancements for the face, breasts, and body, including face lifts, breast augmentation, and liposuction.

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