



## Blame it on Rio!

By George Bitar M.D., Board Certified Plastic Surgeon

Its Carnival time in Rio de Janeiro!!! The Brazilian "joie de vivre" is epitomized in one of the biggest festive events on the globe, where sexy bodies, Samba dancing, great foods, and colorful costumes create magic! With its razzle-dazzle, Rio oozes with beauty, sensuality, and, of course, the ultimate make-up... cosmetic surgery.

I had the good fortune of training with Dr. Ivo, Pitanguy, the father of Brazilian cosmetic surgery, and arguably, the most famous plastic surgeon in the world. "He is not a man here. He is God," was what the hotel clerk told me upon my arrival in Rio, underscoring the importance of plastic surgery to the Brazilians. Since 1962 Dr. Pitanguy, a kind and gentle man, with an incredible aura around him, has shaped many concepts in cosmetic surgery as we know it today.

It doesn't take a lot to make a Brazilian run to a plastic surgeon for help! Body contouring is big and done in a very artistic fashion in Rio. Liposuction, with a special tumescent technique is very popular to balance between the sumptuous Brazilian food and looking good at the beach for men and women of different ethnic backgrounds to show off their bodies in G-strings. As a trend, the ideal breast size in Brazil has differed recently. The same woman who had come three years ago for a breast reduction, when small breasts were "in", returned to Dr. Pitanguy's clinic for breast implants, because now larger breasts are trendy! Fuller buttocks and hips with curves are desirable in Rio, so implants are used in a liberal way.

There is a fine line between the desire and the need to be beautiful. In Rio, that line is blurred, so, eat, party, enjoy the beach, and consult your cosmetic surgeon before you blame it on Rio!

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