

#ReleaseYourInnerBeauty Campaign Aims to Inspire Confidence

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Richard J. Brown MD has released a new campaign and [video](#) this month to inspire confidence in those who may be considering plastic surgery.

The #ReleaseYourInnerBeauty campaign [aims to encourage acceptance](#) of cosmetic and reconstructive surgery and empower people to live confidently, no matter their physical appearance.

"We are fortunate to see firsthand the transformative effect that plastic surgery can have for individuals who have struggled for years just to feel confident in the way they look, and we want everyone to understand as much as we do how freeing this can be," said Dr. Richard J. Brown, board-certified plastic and reconstructive surgeon.

Each year, countless women and men struggle to feel confident in their appearance, and increasingly, they are turning to cosmetic and reconstructive surgeries as a way to regain their confidence. According to a recent study commissioned by [RealSelf](#), more than 90 percent of women aged 18-24 and 85 percent of women aged 55-64 are unhappy with at least one body part. Additionally, one in five women (21 percent) aged 18-64 plans to have [plastic surgery](#) to correct the feature in question.

But too often, the decision to have a cosmetic procedure is seen as vain and self-absorbed rather than an attempt to feel normal.

"So many times we hear that the stigma of plastic surgery procedures keeps a patient from correcting a problem area, but the benefits to be felt from helping your exterior match your interior beauty are worthwhile," said Dr. Richard J. Brown.

A former plastic surgery patient himself, Dr. Brown is intimately familiar with the confidence that comes from feeling comfortable with your physical appearance.

"I just started to think about my nose as I looked in the mirror and thought, 'Hey, maybe I could do something that would make me feel a little more confident and comfortable in my shoes,'" Dr. Brown said of his own plastic surgery experience. "For anyone who's considering cosmetic surgery or even reconstructive surgery, it's about how you end up feeling about yourself, because in your mind, you're looking at something that you feel like everyone else is looking at."

Dr. Richard J. Brown is double-board-certified in Plastic and General Surgery. His goal is to treat every patient with respect and admiration as if they were a member of his family. Dr. Brown's practice is located in Scottsdale as well as Sun City. He specializes in cosmetic and reconstructive surgery of the face, body, breast and extremities. Learn more about Richard J. Brown MD [here](#) or contact his office at 480-947-2455 or office@rbrownm.com.