

ASPS partners with website for women over 50



Dr. Giese demonstrates a procedure at the FOF Beauty bash in New York.

ASPS has formed an exclusive marketing alliance with Fab Over 50 (FOF), a premier health, beauty and wellness website featuring original content and discussions aimed at women over 50. The agreement will introduce ASPS members to thousands of baby boomer women interested in learning about cosmetic procedures.

"We formed this partnership with FabOverFifty.com because it provides a relevant third-party platform for ASPS to communicate the significance of choosing a board-certified plastic surgeon, and to guide boomer women as they search for doctors," says ASPS President Malcolm Z. Roth, MD.

A series of public events will introduce ASPS members to the FOF audience, and the ASPS Find a Surgeon tool, content and banner ads will display on the FOF website.

Since its inception two years ago, FOF has been working with ASPS member Sharon Giese, MD, New York, who was a featured presenter at the inaugural "FOF Beauty Bash."

"Having been involved with FOF since its launch, I can say that the name of the site speaks for itself," Dr. Giese says. "It has become the go-to site for this previously under served group of women."

The ASPS-FOF partnership allows members to participate in the Beauty Bash and "FOF Week" — both popular events in New York that provide board-certified plastic surgeons with educational and consultation opportunities with attendees.

"Our goal would be to replicate the New York events in other cities across the country, so ASPS members can take advantage of these innovative formats to meet new patients," Dr. Roth says.

The alliance also gives members the exclusive opportunity to appear in FOF's "The Premier Plastic Surgeons of America" feature on the FabOverFifty.com homepage.

For more information visit FabOverFifty.com/ASPS, call ASPS at (800) 766-4955 or contact FOF founder Geri Brin at (917) 846-9359.