
COSMETIC HOLIDAY IN BRAZIL

When you think of Brazil, the Amazon rainforest, magnificent beaches, football and samba beats will probably spring to mind, but Brazil is also recognized as the World Capital of Cosmetic and Plastic Surgery.

Evidence of this lies in the fact that, in 2006 alone, more than 50 thousand people from all over the world came to Brazil for some kind of cosmetic or plastic surgery – 65% more than 2004. With about 4,100 plastic surgeons, there is a lot of competition among the Brazilian private clinics.

Thus, many people are taking advantage of the competitive prices, top quality cosmetic surgery expertise and warm hospitable people, to turn their recovery time into an enjoyable holiday.

The bulk of the plastic and cosmetic surgery clinics are located in the cities of Rio de Janeiro, São Paulo and Recife - there are more plastic and cosmetic surgery procedures performed in Rio de Janeiro than elsewhere in Brazil. However, clinics are also now cropping up in other parts of the country, for example, in Fortaleza, where clinics offer cosmetic surgery at slightly lower prices than in Rio and São Paulo. Private clinics/hospitals in Brazil have modern operating and anesthesiology equipment and must adhere to the government's high standards. Medical staffs who work in the private Brazilian clinics and hospitals do speak English or have qualified bilingual assistants on hand.

The most famous and respected of the Brazilian plastic surgeons is Professor Ivo Pitanguy, from Rio de Janeiro. Many celebrities from all over the world come to Rio searching for the care and discretion of Dr. Pitanguy.