

Contact: KMR Communications, Inc.  
P: 212.213.6444  
F: 212.213.4699  
[info@kmrcommunications.com](mailto:info@kmrcommunications.com)



---

**Jennifer Lopez May Have To Sit On This News:  
Now Anyone Can Get A Butt That's Worth \$1 Billion Dollars**

---

**New York, NY 2002** - New trend watchers indicate that the waif look is 'out of the picture' in the Hollywood glam scene. And it's no wonder, as a bevy of stars like Calista Flockhart, Lara Flynn Boyle and the entire 'Friends' cast received enormous flack the previous two seasons for their "diminished appearances." Even fashion magazines are escaping the heroine-chic look and welcoming curvy assets. Think Victoria's Secret, voluptuous Laetitia Castanetta. It's true, hour-glass body types are scoring big and shapely megastars such as Salma Hayeck, Catherine-Zeta Jones Douglas and Angelina Jolie are banking on it. Of course, Hollywood insiders and designers knew that it was just a matter of time before a womanly figure made its way back to the big screen and on covers. This could be the reason why Latin sensation Jennifer Lopez, reportedly insured her buttocks for a mere \$1 billion dollars.

So how does this fanfare affect the average 'American Woman?' According to the American Society For Plastic Surgery(ASPRS), recent statistics show that cosmetic surgeries that accentuate contours have increased in popularity over the last year. According to buttock implant developer, Dr. Nicholas Chugay, a Long Beach, CA plastic surgeon, "buttock enhancement is certainly not requested as frequently as breast augmentation, but perhaps the trend shift has made women who are not especially pleased with their backside more aware of their options." He adds, "A true candidate is someone who has very realistic expectations and has a certain degree of flatness and soft tissue deficiency. Due to age or weight loss, a patient may have lost essential fat in the buttock region and may want a fuller, rounder look which is in better proportion to their hips and waist." Buttock implants are also quite prevalent among the Hispanic population where a fuller derriere is considered sexy and desirable.

Dr. Chugay uses a recently FDA approved softer solid implant. This implant affords a more natural look and feel than its predecessor that should eliminate much of the negative feedback of earlier models. Dr. Chugay places each of the implants beneath the gluteus maximus to give more of an elevated appearance. "By placing them under the muscle, the implant is less palpable and the final result will have a more natural projection. In addition, there is no outer shell that can become weakened with pressure, so the implants are quite durable." Even in a thong bikini, no scars will be apparent because the incisions are extremely well concealed where the two cheeks meet. Implants are not ideal for everyone. "If a patient has minor flatness in the buttock area, yet is full in other areas with a square hip, it may be more beneficial to liposuction the waist and hips and then transfer fat into the buttocks to balance out the contours."

What is the recovery time? Patients should be aware that it is quite painful for the first few days, and that they will most likely have difficulty sitting for one to two weeks. They can also expect some swelling and bruising. In order to achieve an optimal aesthetic outcome, patients are instructed to wear a support garment for several weeks to compress the buttock area. Work can be resumed in approximately one week.

###

For additional information, to schedule an interview or to request products, please contact KMR Communications, Inc. at 212.213.6444, or [info@kmrcommunications.com](mailto:info@kmrcommunications.com). KMR Communications, Inc. is a vital communications resource, fulfilling the interview of the news media with experts from the medical, fitness and beauty industry.