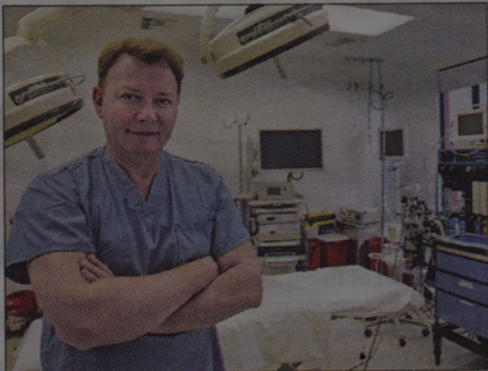


**Cutting In:  
Plastic  
surgeon  
Nicholas  
Nikolov  
at his office  
in Beverly  
Hills.**



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indicated the numbers have gone up recently, and boomers are more likely to get nipped and tucked than preceding generations were at the same age.

Nikolov said that he has seen a steady stream of business people come into his office asking for anti-aging remedies, from nonsurgical procedures such as botox and filler injections to under-the-chin liposuction and facelifts.

Dr. Robert Kotler, another Beverly Hills plastic surgeon, said older professionals favor more affordable, nonsurgical procedures such as botox,

injectable fillers and laser treatments.

“It’s becoming almost routine for people to be able to avail themselves of these, especially in the business world,” said Kotler.

But whether boomer business people are opting for surgery or for simpler injections, the generation’s longstanding concern for physical appearance is working to plump plastic surgeons’ bottom lines.

“It has had a very good effect on the business, because again, it’s a segment of my practice that has held steady and even increased,” said Nikolov.

— *Bethany Firnhaber*