



Living in the 'New Normal': Top Medical Professionals Share Client Trends of 2020

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(MENAFN - Zex PR Wire) **New York, USA, October 23, 2020, ZEXPRWIRE**, The year of 2020 has totally shifted day to day lives and human interaction. Online communication and engagement have reached new heights with people working from home and practicing social distancing. Many industries have had to adapt and alter the way they operate to accommodate new common restrictions. We reached out to some of the top cosmetic procedure and dental professionals on how the "new normal" has affected their client trends this year.

Dr. Michelle Yagoda - New York, NY - is considered one of the best cosmetic facial plastic surgeons in New York City. She has been providing an integrated approach to beauty, aesthetics, and cosmetic surgery since 1990 at her own practice Michelle R. Yagoda, M.D. Taking the best of multiple disciplines and combining natural, prescription, and holistic treatments with cutting-edge laser, injectable, surgical, and non-surgical techniques to deliver patient care that's greater than the sum of its parts. She is well-respected by her patients and peers and one physician colleague has said, "If you want it done right, she's the Dr. Ya-go-da!"

According to Dr. Yagoda 2020 cosmetic procedure trends are captured by a number of select four-letter words: "MASK, EYES, ZOOM, NOSE & JOWL". She mentions since the wearing of masks has become a part of daily life "eyes come into greater focus." She explains that "men and women request more effective medical-grade skincare products." People are seeking treatments to conceal "circles, puffiness, tear trough depression and small bags". Furthermore, since Zoom calls have replaced face to face interactions, which used to be "mirror-free environments", Zoom calls, however, "bring one's NOSE and JOWL or jawline front and center." As a result, "requests to improve the nasal tip, bridge, and profile as well as to lift and tighten the jowl and neck are much more common."

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