

# Mr. Adriano Seno

**Mr. Seno's areas of expertise are facial surgery, breast surgery and body surgery. He has performed over a thousand cosmetic surgery procedures at The Hospital Group alone, and many more in Europe. In order to further his knowledge within the industry he attends annual meetings and presentations on cosmetic and plastic surgery.**



## Qualifications and Experience:

- 2008 - obtained his stage two "Il Master Universitario" – Mr Seno continues to further his training at the University of Padova, Italy
- 2000-2004 - SHO Accident and Emergency, Hospital of Este, Padova, Italy
- 2000 - Specialist in Plastic Reconstructive and Cosmetic Surgery at the Pitanguy Training School, Rio de Janeiro, Brazil
- 1997-2000 - Resident Plastic Surgery. Pitanguy Plastic Surgery School, Rio de Janeiro, Brazil
- 1989-1994 - Resident General Surgery, General Hospital. Padova, Italy
- 2003-2004 - Worked in Cosmetic Surgery Private Practice in Italy
- 2000 - Specialist in Plastic, Reconstructive and Aesthetic Surgery, Brazil
- 1995 – degree in medicine, Milan Medical School
- Specialist in General Surgery, November 1994
- MD Qualification, March 1989

## Registered Member of:

- General Medical Council – Number 6110330\*
- British Association of Cosmetic Surgeons (BACS)
- American Academy of Facial and Reconstructive Surgery
- Associazione Ex-Alumni Pitanguy" (AExPi)

## Further Information:

- Languages – Native Italian, Fluent English and Brazilian Portuguese
- Numerous academic publications

*\*If you wish to confirm the above qualifications please telephone The General Medical Council in London on: **0845 357 8001** or visit their website: [www.gmc-uk.org](http://www.gmc-uk.org).*

*For further information on your surgeon or any other queries, please contact your Patient Care Coordinator, or call our team at Dolan Park Hospital on: **0121 445 7500**.*



# The UK's Leading Provider of Cosmetic Surgery

*The Hospital Group only employ GMC registered cosmetic surgeons, who are specialists in the field of cosmetic surgery. We carry out hundreds of procedures every month, reinforcing our expertise within the industry.*

## UK Cosmetic Surgery Statistics - 2010

Even during the recession, cosmetic surgery has continued to grow in popularity, with more women and men than ever choosing to improve their appearances and boost their confidence.

Statistics from not-for-profit industry-body BAAPS (British Association of Aesthetic Plastic Surgeons) showed a slow but steady rise of 5% in the number of surgical procedures in 2010 compared to 2009.

## 2011 Cosmetic Surgery Trends

As the economic recession begins to lift, Cosmetic Surgery procedures are expected to increase.

In the first 4 months of 2011, The Hospital Group has already seen enquiries up 17% on the previous year with interest from female patients up 14% and male patients a massive 40%.

### Cosmetic Surgery for Women

Cosmetic surgery for women accounts for about 90% of all procedures in the UK according to BAAPS and grew by 5% in 2009.

The Hospital Group treats literally thousands of women every year with a wide variety of treatments and procedures.

As well as an experienced team who truly listen to you and understand your needs, we offer a safe, reassuring and professional environment to put you at ease and make your experience as comfortable as possible.

#### Top 5 Procedures Requested in 2010 by Women

- Breast enlargement
- Liposculpture (liposuction)
- Tummy tuck
- Rhinoplasty
- Breast uplift

*Source: The Hospital Group, 2010*

### Cosmetic Surgery for Men

Cosmetic surgery for men is the fastest growing area of the industry, with increasing numbers requesting and having treatments and procedures. BAAPS statistics showed cosmetic surgery procedures performed on male patients in 2010 was up 7% compared to the previous year, showing the surge in interest.

The Hospital Group offers a range of treatments and procedures suitable for male patients.

#### Top 5 Procedures Requested in 2010 by Men

- Rhinoplasty (nose job)
- Otoplasty (ear pinning)
- Liposuction
- Male breast reduction
- Eye bag removal

*Source: The Hospital Group, 2010*

### Further Information

- The Hospital Group - [www.thehospitalgroup.org](http://www.thehospitalgroup.org)

