

FOR IMMEDIATE RELEASE:

PENSACOLA STATE COLLEGE AFFILIATE FOUNDER ESTABLISHES “NEW NORMAL”

Gulf Shores, Alabama – August 29, 2016 - The trend-setting work of Pensacola State College Affiliate and founder of the McCollough Institute in Gulf Shores, Alabama, Dr. E. Gaylon McCollough, is featured in an academic critique¹ of a recently released plastic surgery textbook (*Aesthetic Rejuvenation of the Face and Neck*²).

The recently released plastic surgery textbook is published by Thieme, Inc., one of the world’s largest publishers of medical educational resources.

The book’s reviewer specifically referenced Dr. E. Gaylon McCollough’s “Condition Specific Rhytidectomy (Facelifting): An Evidence-Based Paradigm Shift in Facial Rejuvenation” as a way for Facial Surgeons to “arm (themselves) with the knowledge and skills needed to perform operations competently”.

Although previously introduced in a peer-reviewed journal³, the inclusion of McCollough’s facial rejuvenation system in a respected plastic surgery textbook, establishes it as “standard of care”, i.e., a “new normal” within his profession.

About this recognition, McCollough said, “Sharing knowledge with fellow physicians is a responsibility to which I swore when I took the Hippocratic Oath. Early in my career, I realized that a ‘one-size-fits-all’ approach to anything means that it fits some conditions; but, certainly not all. When it comes to how—and when—faces age, every face is different. The same face is a different face at different stages in a person’s life. So it makes little sense for a surgeon to perform the identical amount of surgery in all cases—and in all regions of the face and neck—every time.”

The doctor goes on to say, “Rejuvenation plans can—and should be—individually tailored to the face in question. This realization led me to create a ‘condition-specific’ treatment system. Now that it has been recognized as a paradigm—a ‘new normal’—plastic surgery colleagues, the world over, can more readily identify, recommend and perform the most appropriate treatment plan, for every face.”

Dr. McCollough is the founder of the McCollough Institute in Gulf Shores, Alabama, past-president of the American Board of Facial Plastic and Reconstructive Surgery, listed among “America’s Top Plastic Surgeons” and “Best Doctors in America” and a former commissioner of the State of Alabama’s Medical Licensure Commission.

For more information, or a copy of his consumer information book: *The Appearance Factor*, call 1-866-876-7600 or visit www.mccolloughplasticsurgery.com .

¹ Nano Khilnani, Biz Indi

² Thieme Medical Publishers, Inc., New York : Stuttgart : Delhi : Rio de Janeiro, 2016

³ Facial Plastic Surgery, Volume 27, Number 1, 2011, Thieme, New York : Stuttgart, p.112-123