

## Breast Augmentation

Currently the most popular cosmetic surgery in the US (rising an astounding 55% between 2000 and 2006\*), breast augmentation—or augmentation mammoplasty—increases breast size, enhances/balances shape, and adds fullness by inserting either saline or silicone implants. At Beautologie, breast augmentation is our specialty and consequently results in extremely high levels of patient satisfaction.

### About the Procedure

Breast augmentation takes approximately one to two hours to perform, on-site, in our fully accredited operating suite, during which time you are under general anesthesia. Via an incision as small and inconspicuous as possible, your surgeon lifts your skin and breast tissue to create a pocket underneath the pectoral muscle; into this pocket, your choice of implant is inserted. The tiny incision is then closed with sutures placed under the skin for minimal scarring. Following the procedure, you will spend a couple of hours in our comfortable and spacious recovery suite, after which, you are free to return home under the supervision of a friend or family member. All implants are now placed under the muscle, as this creates a more natural look and feel and protects the implant.

At Beautologie, patients have various options when undergoing breast enlargement including implant size, type, and method of entry. These are determined in conjunction with your surgeon:

**Size:** The most important factors to consider are patient height, weight, and body frame as well as the amount of original breast tissue and, of course, patient preference.

**Type:** A breast implant is filled with either silicone gel or a salt-water solution known as saline. While silicone implants are now FDA approved—and we do offer them—they come pre-filled, and therefore require a larger incision as well as regular follow-up visits. At Beautologie, we recommend High Profile implants. This advanced model of saline implants is extremely safe, as they are filled with the same sterile water that is used in IV fluids; therefore, if an implant should leak or rupture, the saline will be harmlessly absorbed and expelled by the body. Additionally, the High Profile saline implant gives you the best projection and can be filled with varying amounts of liquid, effectively manipulating the shape, firmness, and feel to meet your specifications.

**Method of entry:** Camouflaged within the folds of the skin, choose from through the belly button, under the arm, through the nipple, or under the breast. The under-the-breast incision results in the least damage to normal tissue, a smoother recovery, and a well-hidden scar.

### Why Beautologie?

Our augmentation surgeons are widely recognized as some of the industry's leading breast enhancement specialists: **Performing nearly 500 a year**, breast augmentation is our most common procedure. At Beautologie, we place the utmost importance on the comfort and safety of patients. We reduce risks by using a careful, meticulous technique and a sophisticated procedure only offered at the most advanced centers. This is combined with our trademark post-operative care, which includes healing scars via months of specialized follow-up treatments (at no additional cost); depending on your genetics, we can fade most scars to merely a pencil-thin, white line, strategically placed to be nearly invisible. Our emphasis on safety, combined with our extensive training and experience, enables us to provide you with a long-lasting, beautiful shape and soft, natural feel. Of equal importance, our doctors understand that cosmetic surgery requires serious consideration. **We encourage patients to ask questions, as we are extremely empathetic to patient concerns and inquiries.**

### Results

This procedure can successfully increase the fullness and projection of your breasts, replace lost volume due to pregnancies or aging, improve the balance of your figure, and improve your self-image, enabling you to wear the clothing and swimsuits you have always desired. Results are immediately visible, however, for three to five weeks following the procedure, your breasts will appear larger and sit higher due to swelling but will decrease in size and drop in position over time. Women who have had breast augmentation report a significant boost in self-confidence and feeling more attractive in their own skin. For many, breast enhancement provides a long-awaited resolution to feelings of insecurity and embarrassment regarding their bodies.

### Am I a Candidate?

You are likely a candidate if:

- Your breasts have fully developed
- You are in good health
- You are bothered by the feeling that your breasts are too small or that they have lost shape and/or volume as a result of aging, pregnancy, or breastfeeding
- Your breasts are disproportionate to one another or the rest of your body
- You have realistic expectations about the outcome of surgery

**We invite you to make an appointment for a complimentary evaluation of your status.** During your consultation, we will be able to provide you with realistic goals and expectations.

\*According to data obtained by the American Society of Plastic Surgeons



-Before-



-After-

*"Very caring service and answers any and all questions thoroughly. Great experience!"* **T.S.**



-Before-



-After-

*"I feel more beautiful and better about myself than I ever thought I could."*

**M.B.**



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COSMETIC SURGERY & LASER CENTER

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### The Initial Consult

Your safety and the success of your procedure are highly dependent on your candidness during the initial consultation; therefore, make sure to answer all questions thoroughly and honestly.

### Your surgeon will likely discuss:

- Medical history, current conditions, risk factors, and drug allergies
- Reasons for undergoing the surgery including expectations & desired outcome
- Current use of medications, vitamins, and herbal supplements and past and present use of alcohol, tobacco, and drugs
- Previous surgeries
- Family history of breast cancer and results of previous mammograms or biopsies

During your consult, your surgeon will evaluate the above, examine your breasts, and discuss potential outcomes of surgery as well as the rare risks. (If you have any health issues or are over 45 years of age, an exam/approval from your primary care physician will be required, as well as a baseline mammogram.) Remember, the consultation is your chance to ask questions and voice your concerns—the Beautologie doctors are happy to take as much time as necessary to provide answers to any and all of your questions.

### What the Procedure Won't Do

A breast augmentation is not designed to lift severely sagging breasts and low-lying nipples. If you want your breasts to be both lifted and enhanced, a breast lift can be done in conjunction with your augmentation. (Bear in mind, many people feel they may need the lift surgery, but sometimes an augmentation can provide enough lift to avoid the additional procedure.) Over time, pregnancy, menopause, and weight loss may affect the appearance of your implants.

### Costs of Surgery

The costs of breast augmentation are not covered by insurance and will vary depending on the experience of the surgeon and the complexity of the procedure. *Remember, a procedure offered significantly below market value is usually a sign of inexperience or cutting corners on the part of the surgeon.* Additionally, don't forget to budget for all of the associated costs including anesthesia fees, medications, and medical tests. **For your convenience, Beautologie offers patient financing plans that are extremely affordable. While Dr. Darshan Shah is one of the industry's most renowned augmentation specialists, we have worked hard to keep the cost of the procedure comparable to that of other area surgeons.**

### About Recovery

During your pre-op consultation, we will discuss the details of your recovery period including compression garments, aftercare, sleeping position, and how to take prescribed medications (for pain and to reduce the risk of infection). *All procedures benefit from our excellence in post-operative care, which includes follow-up visits for as long as necessary as we diligently fade the incision with specially designed tapes and creams.* Since breast augmentation is our specialty, we have thought of everything; we make sure you are fully prepared mentally and physically prior to undergoing surgery.

### Please feel free to discuss all of your recovery concerns with your surgeon, including:

- Which medications will I be prescribed?
- When/how will my dressings and bandages be removed?
- When/how are my stitches removed?
- When can I resume work/normal activity/exercise?
- When do I start my follow-up care?

*\*Remember, breast augmentation is an outpatient procedure; you will need someone to drive you home from our center, as well as to stay with you for at least the first night after surgery.*

### Risks of Surgery

**We are proud to say that we have a flawless record regarding serious surgical complications** and, over 99% of patients undergo the procedure with only minimal to no side effects at all. However, no procedure is 100% risk free. The doctor and his staff will explain, in detail, any risks associated with your procedure, as well as ask that you read and sign consent forms to make certain you fully understand such risks. As you will notice, we go above and beyond to prevent complications. However, many post-operative occurrences are in your hands: You must plan an appropriate amount of time for recovery and limit your activities. Again, we encourage you to ask any and all questions regarding potential complications and how you can minimize the chance of their occurrence.

### Possible risks of breast augmentation include:

Scarring or poor healing of incisions (most often caused by genetic scar syndromes or not following post-operative care instructions); bleeding (hematoma) (most often caused by resuming activity too soon); infection (very rare and reduced by the pre- and post-operative antibiotics and careful care of the patient); temporary or permanent changes in nipple or breast sensation (risk reduced by placing incision away from the nipple); capsular contracture (the formation of firm scar tissue around the implant) (very rare with implants placed under the muscle and post-operative massage); implant leakage or rupture (very rare, but in case of occurrence, is covered by manufacturer warranty); wrinkling of the skin above the implant (extremely rare with an appropriately-sized implant placed under the muscle); standard anesthesia risks; possibility of revisional surgery (very rare, as Beautologie boasts one of the lowest rates in the business).



-Before-



-After-



-Before-



-After-