

## Breast Lift / Breast Reduction

With age, or as a result of pregnancy, weight loss, and/or nursing, gravity takes its toll on a woman's breasts causing skin to lose elasticity and breasts to sag (as well as lose firmness and shape). Performed alone or in combination with breast implants, a breast lift—or mastopexy—raises and reshapes sagging breasts and, if desired, reduces the size of the areola.

For some women, a large, natural breast is undesirable, disproportionate to the rest of their body, or even physically uncomfortable, causing strain on back muscles and negatively impacting posture. A breast reduction—or reduction mammoplasty—is essentially the same procedure as a breast lift; the only difference is that in addition to lifting and shaping the breast, tissue is removed, thus creating a smaller silhouette, significantly reducing sagging, and easing stress on the back and shoulders.

### About the Procedures

Breast lift and reduction are outpatient procedures, which usually take between two and three hours, performed on-site, in our fully accredited operating suite; during either surgery, you will be under general anesthesia. While incision techniques vary, the most common involves a keyhole- or lollipop-shaped incision following the natural contour of the breast: around the areola and extending vertically to the base of the breast (rarely, an incision horizontally at the base of the breast is also required). Through these incisions—carefully created to be as minimal as possible—excess breast skin is removed (as well as excess tissue in the case of the reduction) and the nipple and areola are moved to their new, higher position. The surrounding skin is then joined together to reshape the breast. Stitches are placed deep within the tissue: around the areola and continuing down the front curve.

### Why Beautologie?

Due to the nature of the surgeries themselves, neither breast lift nor reduction is a scarless procedure. Since there is not yet a method to avoid incision marks, it is crucial that one considers the surgeon's technique and experience in "curing" the scars. The Beautologie surgeons have mastered a unique two-fold approach to ensure the absolute minimum of scarring: First, they utilize minimal-incision techniques and place stitches *deep, under the skin only*, relying on multiple layers for the greatest invisible support. Secondly, they offer unmatched post-operative care by providing follow-up visits for as long as necessary (at no additional charge) to help minimize the scars. Our surgeons diligently fade scars with specially designed tapes and creams and are dedicated to working with you for as long as it takes to achieve an excellent aesthetic result.

The Beautologie breast surgeons are widely recognized as some of the industry's leading lift, reduction, and enhancement specialists: Because breasts are our specialty—we perform over 500 breast surgeries a year—these procedures result in extremely high levels of patient satisfaction. At Beautologie, we place the utmost importance on the comfort and safety of patients. This emphasis on safety, combined with our extensive training and experience, enables us to provide you with a long lasting, beautiful shape and smooth 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

Our surgeons counteract gravity by restoring breasts to a youthful, uplifted, and pre-pregnancy appearance. When combined with a breast augmentation, a lift can successfully increase breast fullness and projection and replace lost volume; when performed as a reduction, petite women can enjoy a more proportionate look, and heavy, natural breasts can be made less burdensome. Enhanced results are immediately noticeable, and over time, swelling will resolve and incision marks will fade (although they will not become entirely invisible). Women who have had a breast lift or reduction report a significant boost in self-confidence and feeling more attractive in their own skin; both procedures are often credited with providing a long-awaited resolution to feelings of insecurity and embarrassment regarding one's body. Whether performed as a reduction, a lift alone, or a lift with an enhancement, nearly all patients state that any scarring is worth their newfound confidence when they flaunt their figures in sexy tops, swimsuits, or nothing at all.

### Am I a Candidate?

#### You are likely a candidate if:

- You are over 18 and your breasts have fully developed
- You are in good health
- For lift: You are bothered by the feeling that your breasts are sagging or have lost shape
- For reduction: You are bothered by the feeling that your breasts are disproportionately large for your frame or are burdensome in size, saggy, or uncomfortably heavy
- You have realistic expectations about the outcome of surgery
- You are done having children (reduction may interfere with nursing, and the results of a lift may be jeopardized by future pregnancies, which will likely re-stretch breasts)
- You are a non-smoker (due to our high standards of safety, we do not perform breast lifts or reductions on patients who have not quit smoking for at least three months prior to surgery)
- Note: For lifts, the best candidates are women who have smallish, sagging breasts; while breasts of any size can be lifted, results may not last as long in heavy, natural breasts

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.



-Before-



-After-

*"Dr. Shah was great. Very nice and professional. He answered all of my questions even before I asked them. I would definitely recommend his office to anyone interested in cosmetic surgery."*

C.K.



-Before-



-After-

*"I have only wonderful things to say about your office. Thank you very much for your care and understanding of my needs!"*

A.F.



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## Breast Lift / Breast Reduction

### The Initial Consult

Your safety and the success of your procedure are highly dependent on your candor 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
- Your reasons for undergoing the surgery including expectations and 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 and measure your breasts, and, in the case of the lift, advise as to whether an implant might be appropriate. He will also discuss the variables that may affect the procedure (age, size and shape of your breasts, and the condition of your skin), potential outcomes of surgery, and 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 Procedures Won't Do

Breast lift surgery will not significantly increase breast size or create the really "rounded" look typical of an enhanced breast; if you desire a change in size, you should discuss the reduction procedure or the possibility of implants in conjunction with (or in place of) your lift. Pregnancy, breastfeeding, and weight loss will likely affect the appearance of your breasts even after a lift.

### Costs of Surgery

The costs of breast lift surgery are not covered by insurance; however, breast reduction may be all or partially covered if your insurance deems the procedure necessary from a medical perspective (i.e. to address back problems). After examination by the Beautologie surgeons, it is the responsibility of the patient to discuss with their carrier whether or not their particular plan will cover any of the associated costs. As with other procedures, the cost of breast lift or reduction 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 breast specialists, we have worked hard to keep the cost of these procedures comparable to that of other area surgeons.**

### About Recovery

During your pre-op consultation, we will discuss the details of your recovery including compression garments, after-care, 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 scars with specially designed tapes and creams. On your end, be prepared to actively care for the incisions for at least six months; our doctors will show you exactly how to most effectively treat the site to reduce scarring. Since breast surgeries are 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, both breast lift and reduction are outpatient procedures; 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 one of the lowest rates of minor complications in the business**—with over 99% of patients getting through these procedures with minimal to no side effects. However, no procedure is 100% risk free. The doctor and his staff will explain, in detail, any associated risks, 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 all 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 lift or reduction surgery include:

Unfavorable scarring or poor healing of incisions; bleeding (hematoma) (usually 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; asymmetry or irregularity of breast contour and shape; skin discoloration and/or permanent pigment changes; swelling and/or bruising; allergies to tape, suture materials and glues, blood products, topical preparations, and/or injected agents; death of deep fatty tissue (fat necrosis) (extremely rare in non-smokers); fluid accumulation; excessive firmness of the breast; potential partial or total loss of nipple and areola (extremely rare in non-smokers); deep vein thrombosis or cardiac and/or pulmonary complications; blood clots; persistent pain; damage to deeper structures (such as nerves, blood vessels, muscles, and lungs) (may be temporary or permanent); standard anesthesia risks; potential inability to breastfeed (for reduction only); possibility of revisional surgery (very rare, as Beautologie boasts one of the lowest rates in the business).

