



ENHANCING CURVES AND *confidence*

Two women prove why breast augmentations remain at the top of the plastic surgery world.

AS TOLD TO JANINE OLIVEIRA

CASE STUDY 1

NAME: Undisclosed
PROCEDURE: Bilateral breast augmentation
PERFORMED BY: Dr. Jerome Edelstein

ELEVATE: What made you decide to get this procedure done?

PATIENT 1: I always had small breasts and wanted them to be bigger ever since I can remember. But I also wanted to breastfeed, so I waited until after I had my two children. I went from a deflated, misshapen, small size B to an amazing full-size C.

ELEVATE: Did you have any reservations about the procedure before your consultation?

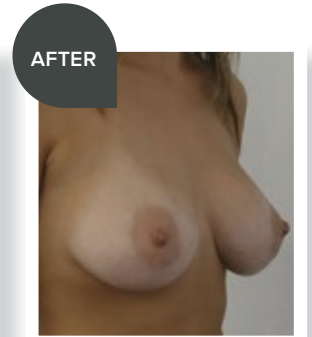
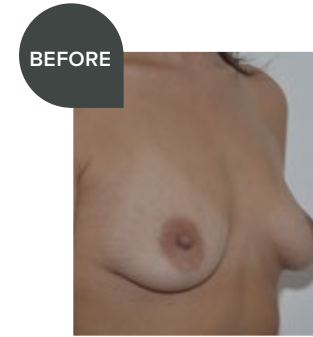
PATIENT 1: At first I wasn't sure I was making the right decision. I have a young daughter and didn't want to send her the wrong message about her body as she was heading into her preteens. But I am very happy

I did go through with it and, for once in my life, I did what was best for me.

ELEVATE: Why did you decide on Dr. Edelstein?

PATIENT 1: It was a long, well thought out decision, that took me three years from the time I met with my first doctor. The best doctor for me was Dr. Edelstein because he was patient, kind and comforting. He was the only doctor to tell me I didn't need a lift, which I questioned for so long. I'm glad I decided to go with him and took his advice to pass on the breast lift.

ELEVATE: What did you experience during your procedure and recovery?



PATIENT 1: Recovery was harder than I thought, and for the first six months my chest was sore and tender. I couldn't move my arms for days, and I couldn't do anything myself for about a week. I'm very glad I gave myself four days without the kids to rest, with my husband home to help out.

ELEVATE: How did you feel about your new look after the procedure?

PATIENT 1: It has been a full year [since the surgery] and everything is great. I love them so much.

ELEVATE: What advice do you have for people thinking of getting breast augmentation surgery?

PATIENT 1: If you really want implants, you should get them. Do what makes you happy. Most of all, [make sure you] see a great doctor. Dr. Jerome Edelstein, in my opinion, is the best. ▶

CASE STUDY 2

NAME: Undisclosed
PROCEDURE: Bilateral sub muscular / breast augmentation
PERFORMED BY: Dr. Michael J. Weinberg

ELEVATE: What made you decide to get this procedure done?

PATIENT 2: I'd been contemplating my breast augmentation for about three years. I am into fitness and, with all my hard work, my breasts had disappeared. Throughout my weight fluctuation within those three years, no matter what weight I was, I never got my breasts back. I have always had a heavier lower half and felt self-conscious because I was disproportionate.

ELEVATE: Did you have any reservations about the procedure before your consultation?

PATIENT 2: I was worried to go under for the first time in my life. Dr. Weinberg and the

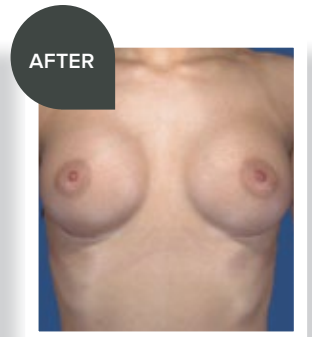
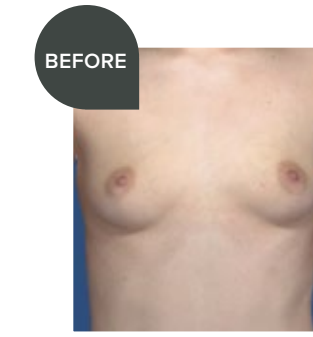
anaesthesiologist put me at ease from the beginning and answered all my questions.

ELEVATE: Why did you decide on Dr. Weinberg?

PATIENT 2: After doing research on all GTA surgeons, I felt the most comfortable with Dr. Weinberg's reviews and how long he had been practicing cosmetic surgery. When I went for my first consultation with him, he was very honest with me about the whole procedure and educated me on what size implants would be best for my body size and type.

ELEVATE: What did you experience during your procedure and recovery?

PATIENT 2: During my procedure, the entire cosmetic



surgery team helped me. They talked me through the procedure and put me at ease. During my recovery, I woke up with a nurse sitting right beside me. The first week, I experienced discomfort and needed assistance when it came to sitting up if I was lying down. Other than that, I found the recovery easier than I thought. By six weeks, I was back to my normal workouts.

ELEVATE: How did you feel about your new look after the procedure? How did it impact your self-esteem?

PATIENT 2: I love my new look. I finally feel proportionate and confident in my physical appearance. I feel comfortable in a bikini and no longer wear a baggy cover top when I go to the beach.

ELEVATE: What advice do you have for people thinking of getting breast augmentation surgery?

PATIENT 2: It is honestly a life-changing procedure. I am now confident and comfortable with my physical appearance. ▶

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ASK THE DOCTOR

Dr. Jerome Edelstein, MD, FRCSC
Edelstein Cosmetic, edelsteincosmetic.com

ELEVATE: Why was this patient a good candidate for breast augmentation?

DR. EDELSTEIN: She had lost breast volume after having two children. She was also realistic about what we could achieve with the surgery.

ELEVATE: What can patients expect during the procedure?

DR. EDELSTEIN: The procedure takes approximately 1^{1/2} hours and there is zero pain as the patient is completely asleep under general anaesthesia. There is some soreness after the surgery, but most patients feel it was less than they expected. If someone has a desk job, I recommend a week off work. If they have more of a physical job, they require two weeks off. For the first two weeks after the surgery, they wear a tensor bandage wrapped around their upper breast and chest, as well as a surgical bra. After two weeks, they continue recovery wearing a sports bra.

ELEVATE: What were the patient's biggest concerns?

DR. EDELSTEIN: Her deflated look after having children.

ELEVATE: What are some of the changes in breast augmentation surgery that you've noticed throughout your career?

DR. EDELSTEIN: There has been a big move away from saline implants to the modern silicone cohesive gel implants.

ELEVATE: What are some new techniques you've taken on that have improved the patient's experience during and/or after breast augmentation surgery?

DR. EDELSTEIN: One procedure is a bloodless breast augmentation. This use of instrumentation allows you to ensure there is no bleeding when the implants are put in to help reduce complications after breast augmentation surgery.

ELEVATE: What are the misconceptions or common concerns people have about the surgery?

DR. EDELSTEIN: The most common misconception is that the patient's new breasts will look fake. In fact, 85 per cent of my patients want a natural, proportionate look.

ELEVATE: What advice can you give patients who are unsure about getting breast augmentation surgery?

DR. EDELSTEIN: This is my most common procedure, and I see how happy it makes my patients. In fact, I call it my "happy surgery." Combine this with the very low complication rate and I would say they should arrange a consultation, get informed and go for it!

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ASK THE DOCTOR

Dr. Michael J. Weinberg, MD, FRCSC,
Mississauga Cosmetic Surgery & Laser Clinic, mississaugacosmeticsurgeryclinic.com

ELEVATE: Why was this patient a good candidate for breast augmentation?

DR. WEINBERG: She was a good candidate because she had good and realistic expectations. She also had a good anatomy, which is ideal.

ELEVATE: What can patients expect during the procedure?

DR. WEINBERG: Surgery time is 1^{1/2} hours. During recovery, the pain level is moderate and patients are usually back to work within seven days. Patients also need to wear a bandeau for the first six weeks after surgery.

ELEVATE: What were the patient's biggest concerns?

DR. WEINBERG: The patient wanted to look bigger, but natural. She was also concerned about long-term harm to her breasts.

ELEVATE: What are some of the changes in breast augmentation surgery that you've noticed throughout your career?

DR. WEINBERG: Vectra 3D imaging has been a sure change. We are also tending to go smaller in size to give the patient a more natural look.

ELEVATE: What are the misconceptions or common concerns people have about the surgery?

DR. WEINBERG: Patients think they can choose to be any size they want. They aren't aware that their breasts can't just handle any size. We would discuss this during the consultation to ensure that the patient has realistic expectations about their desired size.

ELEVATE: What advice can you give patients who are unsure about getting breast augmentation surgery?

DR. WEINBERG: Wait until you are really ready. ☺