Is cosmetic surgery right for you? Have you ever wondered why people feel they need cosmetic surgery? Whether it’s Botox or a boob job, cosmetic surgery is booming. But it needs careful consideration before you take the plunge. Leanne talks to a leading reconstructive plastic surgeon and a young mother seeking breast augmentation to discover the pros, the cons, and the price you’ll pay for improving your looks.

FAST FACTS

• ‘Reconstructive surgery’ restores the normal and ‘cosmetic surgery’ improves on the normal.
• Liposuction and breast augmentation remain the most popular cosmetic surgeries in Australia. Botox is the most popular non-surgery cosmetic procedure.
• The Australasian College of Cosmetic Surgery (ACCS) census for 2012-2013 revealed that some cosmetic practices are growing in popularity in this country by up to 30 percent each year.
• Ibis World research estimated at a glance Australians spent an estimated $790 million on cosmetic surgery between 2012 – 2013.
In Australia it is legal for a doctor without formal surgical training to conduct cosmetic surgery. There is limited regulation or standardization. It’s recommended you do your research on who is performing your surgery.

A number of surgeons across Australia are saying men choosing plastic surgery is on the rise making up to 20% per cent of their patients.

Studies have found that people who have plastic surgery have a tendency to return for other enhancing procedures.

Surgeons report that a lot of patients don’t understand that aging will still happen and to keep the benefits of the post surgical look maintenance is a necessity which may mean repeated operations in the future.

SOURCE:

FIVE MOST COMMON COSMETIC PROCEDURES

Most common surgical procedures for Women in Australia are:

- Breast augmentation – (breast implant)
- Liposuction – (surgery in which deposits of fat are removed to reshape or reduce one or more areas of the body. Most commonly targeted areas include thigh, buttocks, abdomen, arms, neck and under the chin)
- Rhinoplasty - (nose job)
- Facial rejuvenation surgery (facelifts and eyelid surgery)
- Mummy Make over – breast lift and or augmentation and tummy tuck (recreating the torso of youth)

Most common procedures for Men in Australia are:

- Gynaecomastia (the removal of excessive breast tissue often referred to as man boobs)
- Rhinoplasty (nose surgery)
- Post weight-loss tummy tucks
- Liposuction
- Facial rejuvenation surgery (facelifts and eyelid surgery)
Implants to encourage the athletic look, such as calf or pectoral implants.

Most common non-surgical procedures (men/women) in Australia:

- Botox and other injectables
- Laser hair removal
- Chemical peels
- Microdermabrasion
- Laser skin care treatment

Sources:
www.plasticsurgery.org.au
www.ibisworld.com

Other popular surgeries

Labiaplasty – has risen over the past 10 years, medical rebates have risen from 640 claims in 2000 to 1565 in 2010. The real numbers are thought to be more. In 2013 women altering their labia grew by 44 percent in the US. The reasons for women wanting this surgery varies from an extending labia that causes discomfort, an in ability to wear tight clothes or do exercise like yoga or they are unhappy with the appearance their labia.

Buttock augmentation – Australian plastic surgeons have reported that five years ago this procedure was rare, but now people are enquiring about it on a regular basis with women showing the most interest. The surgical process can be done by either removing fat from one part of the body to the other using liposuction or implants (which carry more risks).

Source:
http://www.womenshealth.gov/body-image/cosmetic-surgery/
POPULAR NON-SURGICAL PROCEDURES

• Non-surgical cosmetic procedures have shown the biggest jump in 2011 and are predicted to grow significantly each year.
• The most popular non-surgical procedures in Australia include Botox, dermal fillers, treatments that smooth out wrinkles, laser hair removal, chemical peels microdermabrasion, laser skin care treatment.
• The popularity of non-surgical procedures is driven by the ease and recovery times and instant results. The cost is considerably less than surgical expenses.
• The combination of anti-ageing treatments such as dermal fillers, Botox and chemical facial peels are fast becoming known as The Non-Surgical Face-Lift.
• The American Society for Aesthetic Plastic Surgery statistics stated an increase of 13% in 2013, with an actual 9.5 million procedures.

Source:
www.surgery.org

BREAST AUGMENTATION PROCEDURE

Breast augmentation is cosmetic surgery where implants are inserted into a woman’s breast in order to enlarge the natural size. In Australia medical procedures involving the breasts are 95-98% augmentation, as opposed to reduction.

THE PROCEDURE:
• The surgeon makes a cut on the underside of the breast where there is a natural fold and inserts the implant, creating a pocket in the chest/breast area for the implant. The decision to go above or below the muscle depends on the amount of soft tissue the patient has. When a patient requires a breast lift as well the surgeon will cut around the edge of the areola placing the implant through this opening. The process can cause loss of sensation.

RECOVERY:
• The recovery time for breast augmentation is estimated to be around one week but every patient is different. Exercise is usually discouraged for up to six weeks after surgery.

MAINTENANCE:
• Breast implants require monitoring meaning a lifetime of check ups with your surgeon.
• There is potential for scar tissue to build up around the breast implant requiring surgical removal.

COST:
• Can vary from $8,000 to $12,000 depending on the surgeon. These costs include anesthetist’s fee, surgical assistant’s fee and number of follow up appointments with your doctor.

RISKS:
• Every type of surgery has risks such as bleeding or infection. Breast augmentation has been known to reduce the effectiveness of breast cancer screening. Numbness, can also occur temporarily or permanently around the scars, as well as breast pain. The implants themselves can leak and or rupture and there is a possibility of wrinkling of skin over the implant.

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**DR POURIA MORADI**

Dr Pouria Moradi
Plastic, Reconstructive and Cosmetic Surgeon MBBS BSc (Med), MRCS (Eng), FRACS.
Dr Pouria’s cosmetic expertise is based on his background in reconstructive surgery, which he continues to be involved in. Dr Pouria studied medicine at UNSW as a scholar and completed a microsurgical fellowship specialising in breast, lower limb, head and neck reconstruction and has spent time overseas mastering his craft, including a fellowship at Stockholms Akademikliniken Hospital - the largest cosmetic surgical clinic in Europe.
Dr Pouria specializes in post-breast cancer mastectomy reconstructions and also microsurgery of the head and neck region for patients who have suffered from disfiguring surgery when removing cancer. Dr Pouria’s cosmetic specialities are rhinoplasty, face-lift, upper eyelid or lower eyelid rejuvenation and breast surgery, which can vary from breast augmentation to breast reduction and includes male breast reduction. Dr Pouria performs up to 50-70 breasts augmentation operations a year and is one of the founding surgeons of The Breast Clinic.
Tahleah Mc Conkey is a make up artist and single mother of two. Happy, healthy and fit, Tahleah is confident with herself. Due to her natural slim build, Tahleah has never felt comfortable with her current breast size. Tahleah feels self conscious in certain clothes, and regularly wears padding in her bra to fill them out. Tahleah has researched breast augmentation well and considering undertaking the operation. Our Mind and Body expert Leanne helped Tahleah navigate the complex world of cosmetic surgery.

WEBLINKS
