



Cosmetic Lifestyle

Cosmetic surgery has been a 'hot' media topic in recent times. From magazines dedicated to plastic surgery to television shows like 'Nip and Tuck' and 'Extreme Makeover', people are intrigued with the possibility of an instant 'body beautiful'.

Figures from the American Society for Aesthetic Plastic Surgery show that cosmetic procedures (surgical and non-surgical) performed by plastic surgeons in the United States have increased by 23% over the last five years.

So what place, if any, does cosmetic plastic surgery have in our modern lifestyle?

Warners Bay Cosmetic Plastic Surgeon, Dr John Newton believes that as a consequence of media exposure, people are more informed and interested in cosmetic plastic surgery.

He also believes, however that people need to be very mindful of the complexity of cosmetic plastic surgery, and that they must be realistic about their expectations.

"As a surgeon I see a wide variety of patients who are interested in improving their appearance. Most patients are looking for a very natural result that will allow them to 'fit in'. Plastic surgeons generally strive for an attractive, natural looking result rather than an attempt to bring about drastic change," Dr Newton said.

"Plastic surgery is often a permanent change. It shouldn't be determined by what is in fashion," he said.

"Beauty is all about what suits an individual and their personality. Not all procedures are suitable for all people."

The pursuit of beauty is an age-old tradition. Now in the 21st Century, women, men and children are regularly consulting plastic surgeons to have aging lines smoothed, tummies tucked, bottoms tightened, ears pinned back, jaws straightened and nose profiles improved.

Breast surgery is a prime example, and one of the most requested procedures by women.

Dr Newton who has been on several national breast surgery panels, states that there are a variety of lifestyle reasons why women consider having breast surgery,

In the case of breast enhancement, common reasons include self-consciousness about having small breasts, to improve the appearance of breasts that shrink or sag after breast feeding, weight loss or aging, to correct different sized breasts.

Women often consider a breast reduction to improve posture and ease pain in the back, neck and shoulders, to allow greater physical activity, to reshape sagging breasts and to improve self-confidence.

Then there are women who have had a mastectomy for cancer and suffered the deformity of having only one breast.

New advances, in both techniques used and the implants available for breast surgery, are continuing to improve outcomes for these patients.

Last year, Dr Newton presented an innovative surgical technique to his colleagues at an international plastic surgery conference. The procedure called 'internal mammoplasty' helps to correct sagging breasts and restore fullness without the usual scarring associated with other forms of breast lifts.

“It is common for women’s breasts to drop after breast-feeding. They also begin to drop naturally with aging. While this new method is not suitable for women who have severe sagging of the breasts, it has been successful in correcting an early or mild sagging and in particular in conjunction with breast augmentation,” he said.

Dr Newton stressed that anyone considering any kind of plastic surgery, should consult a accredited plastic surgeon and discuss their expectations about looking and feeling better, keeping in mind that the desired result is improvement, not perfection.

“Emotional stability is also an important factor. Plastic surgery can renew your self-confidence and improve your appearance, but the rest is up to you,” he said.

However, caution is very important.

No surgical procedure should be taken lightly. Although rare, complications can occur and the instance of complication increases when multiple procedures are performed at the one sitting.

It is also important to ensure that your surgeon is fully qualified and experienced to offer you the best possible results.

Plastic surgeons accredited by The Australian Society of Plastic Surgeons must train for over eight years to be qualified to practice their specialty. Further information about procedures and qualified plastic surgeons is available at the Australian Society of Plastic Surgeons’ website www.plasticsurgery.org.au. Their telephone number for direct enquiry is 02 9437 9200.

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