



PREAST AUGMENTATION PLANNER

HOW TO GET FANTASTIC RESULTS,
AVOID COMMON MISTAKES,
AND SAVE HUNDREDS.

R I C H A R D F R Y E R , M D



BREAST AUGMENTATION PLANNER

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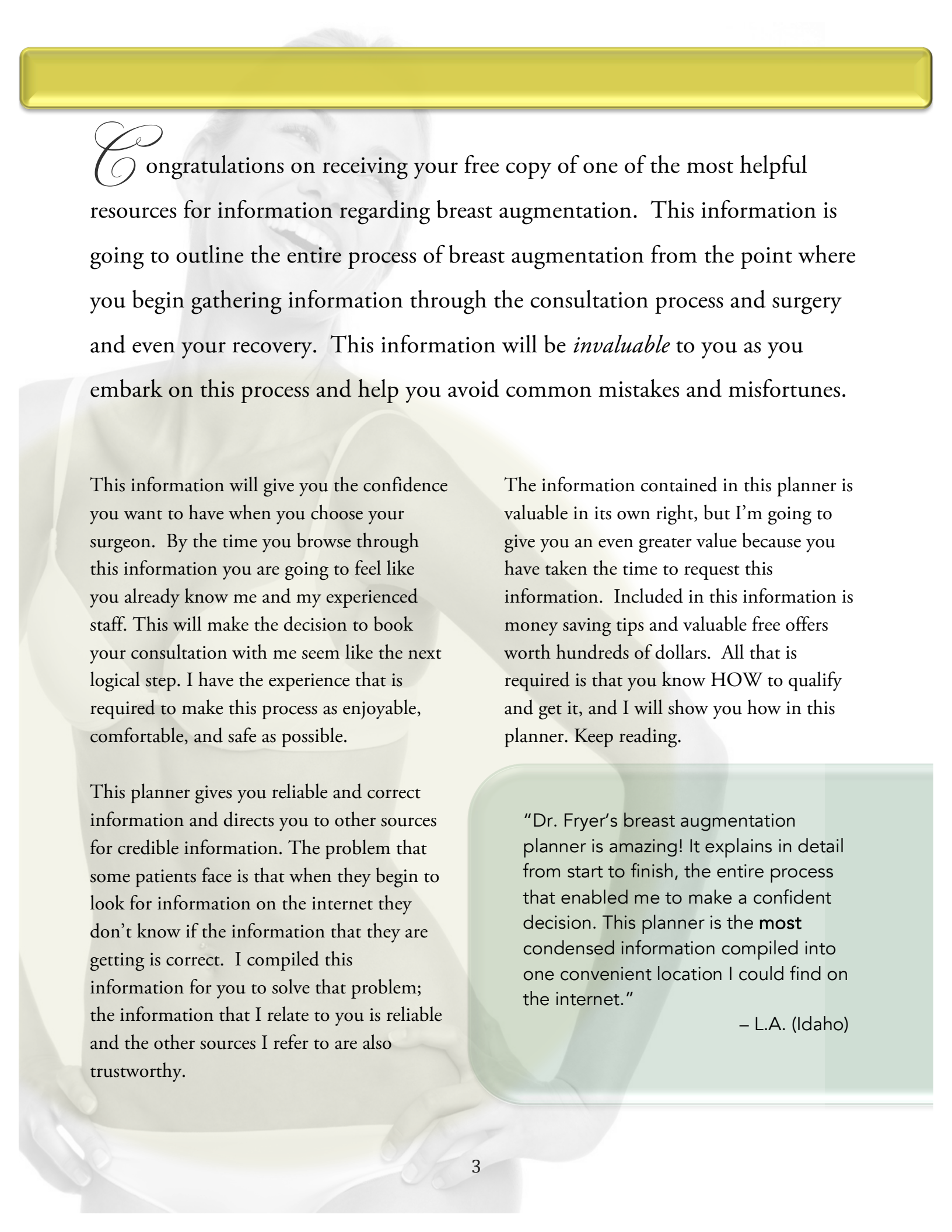
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Congratulations on receiving your free copy of one of the most helpful resources for information regarding breast augmentation. This information is going to outline the entire process of breast augmentation from the point where you begin gathering information through the consultation process and surgery and even your recovery. This information will be *invaluable* to you as you embark on this process and help you avoid common mistakes and misfortunes.

This information will give you the confidence you want to have when you choose your surgeon. By the time you browse through this information you are going to feel like you already know me and my experienced staff. This will make the decision to book your consultation with me seem like the next logical step. I have the experience that is required to make this process as enjoyable, comfortable, and safe as possible.

This planner gives you reliable and correct information and directs you to other sources for credible information. The problem that some patients face is that when they begin to look for information on the internet they don't know if the information that they are getting is correct. I compiled this information for you to solve that problem; the information that I relate to you is reliable and the other sources I refer to are also trustworthy.

The information contained in this planner is valuable in its own right, but I'm going to give you an even greater value because you have taken the time to request this information. Included in this information is money saving tips and valuable free offers worth hundreds of dollars. All that is required is that you know HOW to qualify and get it, and I will show you how in this planner. Keep reading.

"Dr. Fryer's breast augmentation planner is amazing! It explains in detail from start to finish, the entire process that enabled me to make a confident decision. This planner is the **most** condensed information compiled into one convenient location I could find on the internet."

– L.A. (Idaho)

GATHERING INFORMATION: 6 – 12 WEEKS PRIOR TO OPERATION

For most women breast augmentation is not a spur-of-the-moment idea; you may have been considering it for years. You may have been informally gathering information from friends that have had this surgery or from the internet. About 2 months prior to your anticipated surgery date is when your search really needs to begin.

Even if you have actually been searching for and gathering information much earlier, this is when you really need to become serious. Much of the information that you have read or heard about previously may not be fresh in your mind. This is when you need to have all of your knowledge fresh and ready to assist you in your decision.

This planner and my breast augmentation patient education guide are valuable tools because I'm going to give you all the information in a very compact format. I'm going to answer all of the questions that you don't even know you should ask! It's like having a private consultation with a plastic surgeon in the comfort of your own home.

This planner may also help you think of some questions on your own as well. I bet if you read all the free information I have provided you will find that I answer most every question you can imagine. Additionally you will learn some great ways to save money and take advantage of some incredible deals.

INTERNET

The internet is a great resource for information because it is readily available and in a format that you are familiar with. You have now received one of the most comprehensive information packets on the internet regarding breast augmentation. You are fortunate to have this planner because I'm going to help give you the knowledge and information that you need all in one place, organized in a helpful way, and absolutely free!

"Love, love, LOVE my results!!!! I wish I would have done it sooner!"

-- S.G. (Provo, UT)

Unfortunately, internet resources are not always completely reliable because there is no internet police to keep people honest about the information they post. Unrealistic claims about results and recovery are all over the internet. Physicians will also make all kinds of claims about their credentials which sound fabulous when they are actually not even plastic surgeons. Bottom line, no matter what they try to tell you, *if they are not certified by the American Board of Plastic Surgery, they are not board certified plastic surgeons.* Do your research carefully; it is hard to fix a poor result.

GATHERING INFORMATION: 6 – 12 WEEKS PRIOR TO OPERATION

There is no other board certification for plastic or cosmetic surgery recognized by the [American Board of Medical Specialties](#). If you want to find out if your doctor is a board certified plastic surgeon you can [click here](#) to search for them. This website also has excellent answers to frequently asked questions regarding plastic surgery [qualifications and training](#).

The American Society for Aesthetic Plastic Surgery ([ASAPS](#)) lists all board certified plastic surgeons in Utah who have demonstrated added skill and dedication to cosmetic procedures. Helpful information regarding cosmetic procedures can be found in the [consumer resource](#) section of that website. More information about the procedures in which ASAPS members specialize is available [here](#).

There has been a significant amount of controversy regarding the term cosmetic surgery. *All* plastic surgeons are qualified as cosmetic surgeons; however *not all* doctors performing cosmetic surgery are plastic surgeons. Sounds scary doesn't it! Read this helpful

[article](#) if you want more information. The ASAPS has also published a list of [steps to ensure your cosmetic surgeon is qualified](#).

Other internet resources that are very helpful as you make your decision regarding breast augmentation include individual physician's websites, national organizations, commercial, and consumer sites.

Individual physician websites can be very helpful because they not only contain information, but they also usually contain before and after photos. Photo galleries seem to be a very popular place for people to browse through. I have one of the largest selections of [before and after photos](#) on the internet to help demonstrate my results.

Keep in mind that your height, weight, and proportions will usually be different than other patients featured in the gallery, so avoid making a decision about implant size based

on before and after photo results. I will discuss my very accurate and predictable method for you to select your implant size later in this planner.

"Cosmetic surgery is performed by many physicians, and unfortunately, some are not under the guidance of a properly credentialed board."

Marc Malek, MD. (May 30, 2013).

"Is a cosmetic surgeon a plastic surgeon?"

<http://www.plasticsurgery.org/news/may-2013/is-a-cosmetic-surgeon-a-plastic-surgeon.html>

GATHERING INFORMATION: 6 – 12 WEEKS PRIOR TO OPERATION

National organizations are also helpful sources for information. Some of the helpful resources in this category include: the American Society of Plastic Surgeons (<http://www.plasticsurgery.org>) and The American Society for Aesthetic Plastic Surgery (www.surgery.org). These websites contain very credible information that you can rely on in your search for finding qualified plastic surgeons.

Commercial and consumer sites are also very helpful in the search for information. One of the best resources in this category is [Real Self](#) (a consumer driven website where patients ask questions). I am a [Real Self Top Doctor](#) and have contributed helpful information on this site for patients, but the most helpful information that you will find anywhere is *in your hands right now*.

Information regarding [saline](#), [silicone](#), and [cohesive silicone](#) implants can be found on company websites that make implants. My patients are able to select implants from all three implant manufacturers: [Allergan](#), [Mentor](#), and [Sientra](#).

PATIENT REVIEWS

Talk with other women you know about *their* experience. Everyone knows someone that has had breast augmentation. (Sometimes it is hard to tell because some of my happiest patients are those that return and say that their results are so natural looking that no one knows that they have had an augmentation.) If it is a close friend or family member then you will probably feel comfortable asking them questions informally.

Internet reviews are a *very* helpful way for you to research a surgeon. Pay very close attention to what other patients are saying and learn from their experiences. If a surgeon has multiple negative patient comments and a less than outstanding overall rating on the internet then what makes you think that your experience might be different with them?

"I chose Dr. Fryer for my breast augmentation after comparing reviews and testimonials for all of the plastic surgeons I could find. The reviews didn't lie – I love my results and the recovery couldn't have been easier!

-- J.M. (Grand Junction, CO)

GATHERING INFORMATION: 6 – 12 WEEKS PRIOR TO OPERATION

I currently have the highest [scores and ratings](#) of any plastic surgeon in Utah. Be honest, the reason you're reading my breast augmentation planner right now is because of what you've [read on the internet](#). You have done your homework. You have found the doctor with the best ratings and reviews, and your efforts will be rewarded.

Everyone has heard the phrase, "If you want to know which doctor to go to just ask a nurse." After all, nurses and other healthcare providers are able to see those doctors in action, have firsthand knowledge of their skills and abilities, and are able to compare them to other doctors of the same specialty. I have an exclusive group of comments and testimonials from my patients who are nurses, physicians and other health care providers and their spouses. I am happy to share those comments with you if you want to know why other health care professionals chose me as their surgeon.

"My husband works with plastic surgeons throughout Salt Lake and Utah counties. He recommended that I have my breast augmentation with Dr. Fryer because of his precision, skill, and care and because of his fantastic outcomes."

-- B.H. (Salt Lake City, UT)
-- Physician's wife

PERSONAL MOTIVATION

By the time you sit down in my office for a consultation you will almost always have a picture in your mind of what you expect from breast augmentation surgery. That picture is something that is very personal and individual. Every woman's "mental picture" is different depending on their purposes for wanting breast augmentation. You need to determine *why* you want breast augmentation.

You may want to restore the volume back in your breasts after pregnancy. You may want to feel confident in a swimsuit or tight sweater for the first time in your life. You may just want to feel "sexier". Whatever your purpose for undergoing surgery, you need to create realistic expectations.

I operate on a wide variety of patients. I have operated on personal trainers, yoga and karate instructors, teachers, attorneys, dancers, business owners, professional moms, models, marathon runners, triathletes and other physicians and nurses. Each person has their own hobbies and interests and you need to think about how augmentation will affect those activities.

GATHERING INFORMATION: 6 – 12 WEEKS PRIOR TO OPERATION

Most people are very realistic about the “mental picture” of what they expect from breast augmentation surgery. Only rarely do I have to inform a patient that her expectations might interfere with their hobbies or activities. For example a marathon runner that is currently an A-cup may find that jumping to a D cup might interfere with their lifestyle a little. You get the picture. Most people have already considered how augmentation will affect their lifestyle and are very reasonable with their expectations.

Whatever your motivation for wanting breast augmentation, you can be confident that I will help you achieve results that you will be happy with. Breast augmentation surgery is a very gratifying procedure to perform because patients are so appreciative and happy with their new shape. It is wonderful to see how the procedure helps them *feel* different, not just look different. Breast augmentation is often not about helping people look different as much as it is about helping people *feel* differently about the way they look.

“I feel a million times better about the way I look!”

-- H.M. (Reno, NV)

SCHEDULE A VISIT: 6 - 10 WEEKS PRIOR TO OPERATION

You want to allow time to see my staff and me and get things scheduled when it will be convenient for you. If you have a timeframe in mind for surgery make sure you confirm with my office that you can be seen for a consultation and also check my surgery schedule for availability. There are definitely some times that are more popular for surgery (spring break, before long weekends, etc.) so you need to plan in advance.

Whatever your timeframe my staff will do everything possible to accommodate your schedule. Plan for enough time so that neither you, or I, feel rushed in the process. As one of the most popular breast augmentation surgeons in the state there are times when appointments for consults and surgeries are months in advance. That should be reassuring to you; do you really want to have an operation by someone who isn't busy? There is usually a reason why someone isn't very busy; don't find out the hard way.

"I chose Dr. Fryer after having consults with five other surgeons. Not only were his prices competitive, but he was the only one who set realistic expectations about the surgery and recovery. Great staff, great facility, and even greater results."

—J.R. (Salt Lake City, UT)

Breast augmentation surgery is only one hour long and so we can usually fit people into the schedule when they want, but sometimes my schedule becomes overbooked and it is not possible to fit in another breast augmentation. Please plan in advance so that you can get your surgery done when you want. My office staff will be very helpful and accommodating in this process.

You are going to feel comfortable with my office staff that answer your phone calls and greet you in my clinic. My Assistants and staff are dedicated to making your visit a positive one. You will have a good experience in my office before your surgery which will make you feel confident that you are going to have a good experience with the surgery and your entire post-operative care.

Patients frequently comment that they have a more positive feeling when they come in to my office compared to other experiences that they have had. If you don't feel comfortable with the people in the office that will be answering your phone calls and greeting you when you enter the clinic then take note. This should be a warning sign to you. If you don't have a good experience with the office staff before the surgery, what makes you think you will have a good experience afterwards?

SCHEDULE A VISIT: 6 - 10 WEEKS PRIOR TO OPERATION

My office staff is very educated and professional and goes the extra mile to make sure that you have a positive experience with your visit. My staff enjoys their work and feels like a part of the team. They enjoy the work because of the positive contact they have with the patients and because it is an enjoyable place to work.

"Dr. Fryer seemed more informative and seemed to care for his patients more. Dr. Fryer and his staff were amazing. I love the way my surgery turned out. I was never scared for the procedure; I had complete confidence in Dr. Fryer at all time. I was more anxious than anything. I had such a great experience and I would 100% do it again. I will always recommend people to Dr. Fryer."

—R. H. St. George, UT

It is not uncommon in some offices to find that most if not all of the people that will be helping you have been there for only a short amount of time. This is usually because of a negative work environment and therefore they don't like coming to work and have a high turn-over rate. People they don't like coming to work are less likely to go out of

their way to help you. This is definitely NOT the situation in my office.

When you make an appointment for breast augmentation in my office you will be spending time with my assistants *and* me. My assistants help to explain the process of breast augmentation and answer your questions, but your appointment will always be with me. This may seem obvious, but when you schedule your first appointment you should meet with the doctor. Sometimes patients are not allowed to meet with the doctor until after they book their surgery – this is a big red flag. You need to feel comfortable with your surgeon before you make that decision to have an operation.

"I had several consultations for breast augmentation where I didn't even get to see the doctor. In your office Dr. Fryer not only met with me but also took a lot of time to explain important information. I have been very impressed with my experience in your office and am so glad that I came to see Dr. Fryer."

—L. M. (Kaysville, UT)

SCHEDULE A VISIT: 6 - 10 WEEKS PRIOR TO OPERATION

You may request additional information from my office staff at any time. We have packets of information which include: 1) frequently asked questions, 2) breast implant information, 3) explanations of performing monthly self breast exams, and 4) information about financing. This information may be of some interest and we offer it at no cost to you.

When you request more information from my office you can also pre-register for [myTouchMD](#). This is a secure website with even more information which is password controlled and exclusive to my patients. You can review procedural videos and read explanations. You will need the registration code FRYERMD in order to create your account. Access to the valuable information on this website is a free service for my patients.

We will post specific information on your account that we discuss during your consultation. This is designed to help you remember details of your visit that you may otherwise forget. We will do everything possible to ensure that you remember the valuable information we review during your consultation. Pre-registering for this will help make your consultation run smoothly.

FINANCIAL PLANNING

You should be able to ask how much the operation is going to cost and get a reasonable answer. There are some variables that are not clear over a telephone conversation, (like if you will need a lift at the same time or not) but you should at least know a price range. My office staff has been instructed to be completely open and honest regarding prices.

Beware of “hidden costs” which some office don’t tell you about until after you have scheduled surgery. Make sure your quote includes everything. My office can easily tell you how much a surgery will cost with everything included – except your prescription medications which you will get filled a week before surgery. During your initial visit you will be given a price quote in writing so you know your full cost.

My office will help familiarize you with payment options as well. We are happy to send you information about financing if you are interested, or discuss other payment methods. This is a good time to pre-qualify with those financing companies and get the process rolling or to start setting aside the necessary money. My website has information about [financing](#) which you can review and submit prior to your visit.

SCHEDULE A VISIT: 6 - 10 WEEKS PRIOR TO OPERATION

Some offices will add in costs that are not included in your quote. Items that are often “added in” are: 1) charging you for a consultation (c’mon do you really want to pay someone just for the opportunity to see if you trust their opinion or bedside manner?), 2) charging you for a bra or other operative bandages (save your money for a bra that you will actually want to wear), 3) charging you to see the doctor after surgery (I’ve got nothing to say here, that just plain sucks), 4) charging you additional fees for anesthesia or operating room costs. Rest assured that this does **not** happen in my clinic. You know what you are paying for and you will feel confident that you have made the correct decision to have me as your physician.

“Dr. Fryer has been phenomenal. The surgery was wonderful and the recovery was a breeze. I absolutely love the results! Dr. Fryer and his staff are amazing!”

-- A.H. (Logan, UT)

Your price quote should include ALL costs, and should not just be the quote for the doctor’s fee. These incredibly low cost surgeries are often times highly advertised in order to lure unsuspecting and uneducated patients in for a consultation. Because you are taking the time to educate yourself with

this planner you won’t fall into that snare only to find out later that you wound up paying more than the advertised price for a doctor that doesn’t have my same credentials. You wouldn’t trust your hair to the cheapest hairdresser in town, why would you make that mistake with your breasts? *The cheapest is not always the best choice; I am not the cheapest.*

There are examples of when you *should* shop around for the best price (gas, groceries, etc). If you wind up with a terrible result from your breast augmentation surgery no one is going to ask you how much you paid and then say “Oh, if that’s all you paid then you got a great deal.” Don’t base your breast augmentation decisions on the price.

Be careful on the internet when you look at prices. When advertised prices are “too good to be true” they usually are. I hate it when I have to pry information out of someone, so I have instructed my staff to be very upfront with my costs. Multiple patients have related examples to me about being “nickel-and-dimed” when they investigate plastic surgery prices on the internet. Unfortunately some people only find this out after they have taken off work and scheduled their life around their anticipated surgery, so it is too late to cancel even though the cost winds up being higher than anticipated. Once again, this is **not** the case with my office.

MEETING THE DOCTOR: 3 – 6 WEEKS PRIOR TO THE OPERATION

Your appointment with the physician will likely get you very excited about the procedure. My knowledgeable and friendly staff will greet you in my office. You will fill out some standard paperwork and a health questionnaire. Once the paperwork has been completed you will be taken to an exam room where one of my assistants helps gather some other basic information and gets an idea of what you expect from surgery.

"When I went to other consultations before I chose Dr. Fryer I felt their staff were not as friendly and most of the doctors were in a hurry and I didn't get my questions answered... Overall Dr. Fryer made me feel more comfortable in my decision about plastic surgery."

—D. M. (West Jordan, UT)

This is a great opportunity to get comfortable with my assistants and clinical staff. My assistants do a great job familiarizing you with the procedure and help you feel at ease. They help give you information that you will need in order to make informed decisions about the type of implant that you would like (saline or silicone) as well as where you would like your incision placed. After offering

helpful information and answering your questions my assistants will have you change into a comfortable robe in preparation for your consultation. You may have a few minutes to browse through a before and after photo book before I come in for our consultation.

Our consultation takes place in the privacy of my comfortable consultation rooms. I review your health questionnaire to make sure that you are a good candidate for elective surgery and allow you time to develop trust in me as your physician. You are welcome and encouraged to ask questions. It is imperative that you feel confident with my skills as well as my personality.

Once you feel comfortable with me and we've had an opportunity to discuss your information I will perform an exam which includes measurements of your chest and breast as well as a breast exam. From the exam and measurements I will be able to give you an expert opinion on the size range of implants that can be used to naturally enhance your breast size and shape.

Using these recommendations my assistants help you position the breast implant sizers in a bra that we provide to help you get a realistic idea of what the implants will look like. This is a very fun process for most patients. This is when you get to show us

MEETING THE DOCTOR: 3 – 6 WEEKS PRIOR TO THE OPERATION

what you expect. I think this is the most accurate way to ensure that I fulfill your expectations.

No one in my office will try to persuade you to decide about the implant size. This is a personal choice. You will be much happier know that you made the decision based on how you feel and look. I have found that most women already have a “picture” in their mind of what they want to look like after the operation. This picture is unique for each patient. You cannot compare yourself to your friend or to a model in a magazine, because your body is different.

“Dr. Fryer’s sizing technique was very helpful and the results are *perfect!*”

–K.H. (Draper, UT)

It is amazing how patient’s faces light up when I tell them that I want them to show me what they expect and want from the surgery. So many women have been told by other surgeons which implant size to use or have been pressured into something larger than they feel comfortable with. My patients do not feel that pressure. The only expectations they have to meet in deciding on the implant size are their own.

I give you a professional opinion based on data and over a decade of experience with satisfied patients, and I leave my personal judgment out of this process. Ultimately my patients are happier and more confident because *they* are the ones that decided on the size that they feel comfortable with. My patients relay that they had confidence going into surgery because they knew what they would look like after.

Once you have narrowed down your choice of implant sizes it is sometimes helpful to put on your favorite shirt and see how things look in your clothes. Often this will help solidify your choice of size when you see yourself in your favorite top. We have a few camisoles in my office if you don’t have one, but bringing your own sometimes helps you to match that image that you already have in your mind.

After you complete this sizing process I will meet with you again while you are wearing the implants that you have selected. I will make sure that I can deliver the results that you expect. I think this is the best way for a patient to describe their expectations. There is no industry standard for cup size and *your* idea of a “full C” is probably different than *my* idea of a “full C”. The best and most accurate way to make sure that we both have the same idea of what you want and expect is for you to *show* me.

MEETING THE DOCTOR: 3 – 6 WEEKS PRIOR TO THE OPERATION

Sometimes after performing the exam I have to inform a patient that they will also need a lift in order to get results that they will be happy with. Most of the time patients that need a lift know it (or are a little suspicious about it) before they meet with me.

Before you leave you will be given an information folder which includes information about performing monthly self breast exams, financing information, commonly asked questions, information about your day of surgery and recovery, and an official price quote about the costs of surgery.

WHAT TO EXPECT

There are a few things you need to know about my practice that set it apart from the rest. You'll get a smaller scar, a faster recovery, and hopefully longer lasting results. All of this contributes to my outstanding patient satisfaction reviews and testimonials.

I use the smallest incision for this operation, so the scar will be smaller and less visible. I am not aware of any plastic surgeon that uses a smaller incision. I still see patients for second opinions whose scars are twice the length of my scars for the exact same implant that I use.

My professional preference is to place the incision near the bottom of the breast so it is

hidden by the curvature of the breast. This scar is less noticeable than a scar around the nipple because the nipple is the point of focus on your breast. *You* are the only one that will look at your scar.

I dislike the armpit and areola (nipple) incisions. The armpit incision recovery is terrible with bruising from the breasts down to the belly button. The areola incision has a sixteen times greater risk of bacterial contamination of the implant. Additionally both of these incisions have lower patient satisfaction ratings and higher complication rates when you review the literature.

"Everything about this process was wonderful. The surgery, the recovery, the final results. Dr. Fryer did a wonderful job and I am extremely happy with my results. My recovery time was very short and I was hardly in any pain. I was back to myself in days. I had no bruising. I was very impressed by Dr. Fryer and his staff. They were very easy and friendly to work with and made the whole process a great experience."

—L.P. (Draper, UT)

MEETING THE DOCTOR: 3 – 6 WEEKS PRIOR TO THE OPERATION

Despite using the smallest incision, I am able to perform the surgery with only a fraction of the blood loss of other doctors. Typical blood loss for a breast augmentation is between 30-100ml; my typical blood loss is about 2.5ml (1/2 teaspoon). This surgical precision results in a very rapid recovery. Think about it logically. If you don't bleed you don't bruise, and if you don't bruise you don't set up inflammation in the tissue that you have to recover from. The most common statement that my patients make after surgery is, "I was expecting something worse".

This is a photograph of an actual surgical sponge showing my typical blood loss – I even have similar photos of patients that had bleeding disorders. My technique makes a definite difference for my patients.



Typical blood loss for breast augmentation by Dr. Fryer is about ½ teaspoon (2.5 ml).

This minimal blood loss also helps to decrease your chances for capsular contracture. This [article](#) suggests multiple ways to help minimize the most important factors in capsular contracture and recommends careful hemostasis. I lose less blood and therefore, I think I do a better job of controlling for this cause of capsular contracture than anyone else around.

Capsular contracture is the most common local complication encountered in breast augmentation. I take specific steps to help prevent *all* of the other known causes of capsular contracture as well.

These unique practices and skills, along with exceptional customer service and care gives me the highest online patient satisfaction rating of plastic surgeon in the state. Just pay attention to the commentary and praise my patients are posting, and you'll recognize the great effort we put in to making your experience the best value you can find.

If you chose a doctor with a lower satisfaction rating why do you think your experience is going to be any different? You have done your homework and have found the doctor with the highest satisfaction ratings so you can be confident that your experience will be outstanding.

MEETING THE DOCTOR: 3 – 6 WEEKS PRIOR TO THE OPERATION

BETTER VALUE

Now, how would you like even more savings? Everyone likes getting a better value. I'm going to tell you how you can receive some very valuable rewards and all it takes is a little planning. You are reading invaluable information about your breast augmentation surgery right now. Reading this information will help you feel confident about your decision to have surgery and you will become very excited about your results. This information contains just about everything that you need in order to schedule your surgery.

If you book your surgery date within 24 hours of your initial consultation appointment I will reduce your cost by \$100! That's right; all you have to do is come to your appointment after reading this information and be ready to make the decision. Now you have the information about saving money, and it is up to you to take advantage of it. (Booking a surgery requires a 10% down-payment using cash, credit card, or cashier's check.)

Look for more ways to save some money on your surgery in the section about the pre-operative appointment. You will also find more ways to get valuable, free products in the table at the end of this planner.

Ultimately the better value comes from getting the best result possible at a reasonable price rather than getting an average result (or worse) at a discounted price. This is where you have to do your research and pay attention to what other people are saying about their experiences.

I know my prices are not the cheapest, but I they are *very* reasonable considering the service and result that you are given. You might also be the type that thinks that if it is not the most expensive then it is not the best. I maintain a reasonable price for my surgery because I'm able to control costs better since I own my own surgery center and because of the high volume discounts I receive from implant manufacturers. This savings means that you get one of the busiest breast augmentation surgeons in the entire country at a very reasonable price.

PREPARING FOR SURGERY: 1 WEEK PRIOR TO OPERATION

PRE-OPERATIVE APPOINTMENT

As your surgery date approaches it is normal to become excited in anticipation of the surgery. This should be an exciting time in a positive way because you will be confident in your decision. It should be even better than that anticipation leading up to the holidays because unlike Christmas this time you know exactly what you will be getting.

Part of your preparation for surgery includes a pre-operative appointment usually scheduled during the week prior to surgery. This is another opportunity to ask questions and even try on sizers one more time to make sure that you are still confident and comfortable with the size you selected earlier. This is when we give you information sheets about your surgery and make sure you know what will take place on the day of surgery and during your close follow-up care.

If you are traveling in from a distance (which is fairly common in my practice), we can arrange to have this appointment the day before. My office staff will do everything possible to accommodate your personal needs in this regard. Please let them know what we can do to help make this time leading up to surgery as stress free as possible.

Photographs are taken during this pre-operative visit so that we can document the wonderful transformation that you will undergo. These photographs are

standardized views of the breasts and do NOT include your face, so your identity is completely confidential. We ask patients to remove any jewelry or other items that might be identifiable in the picture as well.

Photographs are an important part of this process and were most likely very helpful to you in making your decision about surgery. I do not use any photographs of my patients without their written consent.

During this visit you are provided with informed consents so that you have ample time to read and understand everything that you are signing. These consent forms will occasionally generate questions that you haven't thought of previously and we are always available for discussion. You will have adequate time to fill these out so that you can avoid feeling pressured or hurried on the day of surgery. Waiting until the day of surgery to prepare this paperwork tends to make patients more anxious than necessary. If you are traveling in from out-of-town we can supply you with these forms beforehand so that you can fill these out at your leisure and bring them in with you.

You will also be given a powerful antibiotic soap and instruction for washing with it several times prior to your surgery. This is to help [prevent bacterial contamination](#) of the implant and decrease surgical incision infections.

PREPARING FOR SURGERY: 1 WEEK PRIOR TO OPERATION

MEDICATIONS

I provide you with all of your prescriptions at this appointment. For breast augmentation surgery you are typically given three medications that you can fill at the pharmacy of your choice well in advance of your surgery. This helps prevent anxiety and unnecessary errands on the day of your surgery.

I typically prescribe Duricef (cefadroxil) to help prevent infections. Infections are rare (less than three percent), but are serious problems and sometimes require repeat operations. We take every precaution to prevent this complication and emphasize that you should complete the entire seven day course.

Duricef is a tablet that is taken twice daily with food. It is a cephalosporin antibiotic and a distant relative of penicillin. Let us know if you have adverse reactions to cephalosporin antibiotics and we can prescribe something different. It is generally well tolerated and conveniently dosed twice daily so it is easy to take and complete as prescribed.

I prescribe Percocet for discomfort. You can judge if you need to take it, but you'll have it in case you do. About 15% of my patients do not take anything more than Ibuprofen and Tylenol. You can read more about the

typical recovery period that my patients experience in other sections, but most of my patients are pleasantly surprised at how rapidly they recover compared to other people they have talked to.

Although I don't write a prescription for it, I encourage my patients to take Ibuprofen. This is dosed three times a day (roughly eight hours apart) and is based on your weight. I will inform you how much to take on the day of surgery. Purchase the generic medication from your favorite merchant. You can purchase an entire bottle of the generic for the same price as your copay for a smaller amount.

The Ibuprofen should be taken on a scheduled basis whether you think you need it or not. The Percocet should be used as needed and can be taken at the same time as the Ibuprofen because they do not interact with each other. Remember that you cannot take Tylenol and the Percocet at the same time because the Percocet already contains Tylenol.

Although I encourage my patients to take ibuprofen after surgery please do not take ibuprofen in the week before surgery.

Ibuprofen thins the blood and can lead to increased blood loss during surgery.

Remember, I am convinced that minimizing blood loss during your surgery will lead to a much more rapid recovery.

PREPARING FOR SURGERY: 1 WEEK PRIOR TO OPERATION

If you do not feel that you need the Percocet for discomfort then you can take Tylenol according to the manufacturer's directions. Have a bottle of Tylenol available, but please do not confuse Tylenol with Ibuprofen.

You will be given medication during your operation to help prevent nausea. If you do experience nausea afterwards it is best to have the medication already at hand. I prescribe Phenergan (promethazine) tablets for you and you can judge whether you need it or not. This can be taken every six hours as needed. Some people become nauseated if they take pain medicine and so you may want to take this medication a half hour before pain medicine. Most of my patients do not have a problem with nausea, but it is better to have it and not need it, then to need it and not have it.

If you have experienced severe nausea with previous operations or easily become motion sick I can prescribe a scopolamine patch to help prevent nausea before it becomes a problem. I do not routinely dispense prescriptions for this additional medication, but if you are one of the unlucky few that have significant problems with nausea this may be of great benefit. Please let me and my staff know if you would like this additional medication and we would be happy to provide this prescription for you.

During the last week or two before your operation you will want to allow your chest muscles to rest. If you have tight, sore and strained chest muscles going into surgery your recovery will be prolonged and there is a reasonable chance that your surgery will be more difficult to perform.

Cardio workouts can be continued up until the day before surgery. Please do not exercise on the morning of surgery because it will be difficult for you to not drink after working out. Remember, nothing to eat or drink after midnight.

PAYMENT

Payment in full is required prior to your surgery date. Payments can be made with cashier's check or with a credit card. We do not accept personal checks. Many of my patients choose to finance their surgeries through the convenient financing company that we work with. All of the financing information is provided to you at the time of your initial consultation so you have time to get pre-approval if you want to use their services.

SURGERY

DAY BEFORE

This is a very exciting time for you and anticipation of the surgery will sometimes keep you up late. Adequate planning can reduce the number of distractions and will help you rest comfortably the night before. Start your preparations early in the evening and then try to get some good rest.

This is a good time to prepare an area in your home where you can return for your recovery. It is normal to feel tired after surgery and you want to have everything prepared in advance so you can rest when you return home. Gather a few magazines or books for you to read and have some good music selected so you can relax. You will want to have some cold drinks and maybe a few snacks nearby – it helps to keep a little food in your stomach when you take your medications after surgery.

Empty the contents of your ice maker into a plastic bag and put it in the freezer so your ice maker can make more ice. You will be using ice bags to help reduce swelling and discomfort after surgery. If you requested the extra medication to prevent nausea (scopolamine patch) then place that small disc behind your ear before bed.

In order to prepare for surgery do not have **ANYTHING** to eat or drink after midnight the night before surgery. This includes no

gum, hard candy, breath mints or water.

This helps avoid unnecessary problems with anesthesia. If you do not follow this instruction you will have your surgery cancelled for that day and have to pay a rescheduling fee to reserve another day. The *only* exception is if I instruct you to take a specific medication on the morning of surgery with a very small sip of water. Any medication taken on the morning of surgery requires physician approval.

Remember to wash as instructed with the powerful antibacterial soap. You will bathe with this soap the morning before surgery, the night before surgery, and the morning of surgery. Use a loofa sponge to help spread the soap liberally over the chest and breast area, but do not scrub too aggressively. After covering the area with the soap turn off the water and allow the soap to remain on the skin for several minutes and then wash it off. Use caution not to get the soap in your eyes as it is very irritating.

If you live locally or are staying in a nearby hotel the day before surgery you can go to the Canyon Crest Surgery Center (located immediately adjacent to my office) and provide a urine sample for a urine pregnancy test. Urine pregnancy tests are required for patients within 48 hours of their surgery. If you don't want to have to "hold it" on the day of surgery you can get this test out of the way the day before.

SURGERY

CANYON CREST SURGERY CENTER

You will be instructed the day before surgery what time to check in at Canyon Crest Surgery Center, which is located across the lobby from my office. You may be contacted by phone on the day of your surgery to adjust your arrival time to prevent any unnecessary delays or long waits before your surgery. Sometimes unanticipated or unexpected circumstances arise and may alter your exact time for surgery. I do not compromise my patient's safety or quality of their surgery just to stay on schedule. Please know that I will give you that same level of excellent care when you are in the operating room. I appreciate your understanding in this matter.

Wear comfortable clothes and shoes that slip on. Loose fitting elastic waistband pants and a zip-up cotton sweatshirt are ideal. The zip-up sweatshirt is very convenient because the staff will help you put it on after your recovery. Shirts that have to be pulled over your head are a little harder for you to negotiate.

There is some minor paperwork to fill out on the day of your surgery in the surgery center. We always have you arrive in plenty of time so you do not feel rushed. You may also want to bring a book or favorite magazine to help pass the time after you have checked in. You will also have some minor paperwork to fill out on the day of your surgery in the

surgery center. You will be given a paper blouse to wear and a plastic bag to put your belongings in. We have thick bathrobes for you to wear so you can stay warm.

You will also need to provide a urine sample at the surgery center so we can conduct a pregnancy test. Try not to empty your bladder before you arrive so you will have fewer problems providing a sample. We have had a few "happy announcements" at the surgery center therefore a pregnancy test is mandatory prior to any cosmetic procedure.

Prior to your operation I will meet with you in the privacy of a consultation room where I review our surgical plan. This includes confirming the implant size and type (saline or silicone) as well as the location of the incision. I review this with every patient prior to surgery to prevent any errors. I make marks on your chest and breasts to help guide me in the operating room because when you lay down on the table everything looks different. The marks are temporary and are easily washed off in the shower.

After speaking with me you will also meet with one of our certified nurse anesthetists in the consultation room and they will review your plan for anesthesia. All of our nurse anesthetists are excellent and have extensive experience in performing cosmetic surgery anesthesia. They are skilled in providing you with not only a safe procedure, but also a

SURGERY

procedure with the lowest risk of nausea and discomfort. They will briefly review your health history and familiarize you with what you will experience.

I prefer using general anesthesia to ensure both your comfort and safety. Yes, I can perform breast augmentation under sedation only, but having experience performing this surgery both ways I have found higher patient satisfaction with general anesthesia. Additionally with general anesthesia you have one dedicated person in the room committed to your safety and comfort. This allows me to focus on performing a flawless surgery instead of trying to split my attention to several tasks at once.

OPERATING ROOM

The anesthetist will lead you from the private consultation room into one of our state-of-the-art operating rooms and will help you get comfortable. You will have a warm blanket covering you while an IV is placed in your arm. This is usually the last memory that people have of the entire operation and recovery.

Once you are asleep we clean your skin with powerful antiseptic soap to help remove bacteria from your skin. Sterile towels and drapes are then used to cover your skin to help prevent contamination of the surgical area. Your specific surgical plan (implant

size, incision, etc.) is then reviewed again with the entire surgical team.

The technique I have developed for breast augmentation utilizes delicate and gentle tissue handling in order to minimize inflammation and swelling. This technique allows me to perform this operation with almost no blood loss (the typical blood loss is ½ teaspoon for the entire operation). The blood loss during breast augmentations elsewhere can be 10-40 times more than the blood loss for my typical surgery. More gentle tissue handling yields less inflammation and swelling; less bleeding means less bruising and the combination of these leads to a faster, easier, and more comfortable recovery. Read my patient testimonials to help reinforce how quickly they recover.

"I was surprised by my lack of pain and quick bounce back time."

—J.R. (Salt Lake City, UT)

Medical Provider

I use a [special device](#) to help me insert the implant without allowing the implant to touch your skin. This helps to significantly decrease the chance of bacterial contamination of the implant and therefore lowers the chance of capsular contracture.

SURGERY

RECOVERY ROOM AND HOME

As you begin to awaken after your operation you will be in our recovery area. Here specialized nurses monitor you carefully until you are able to go home. The nurses in our recovery area are very experienced in helping this be a very relaxing time for you. You will already be wearing a bra that we provide to you to help minimize implant displacement and swelling. The nurses will help you slip into your clothes in preparation for returning home. They are able to administer medications as needed for your comfort and safety. When it is time to leave you are wheeled from the recovery room to the private exit where your car will be waiting a few feet away. This helps ensure patient privacy and convenience.

"The staff at the surgical center on the day of the surgery was excellent. They were calming, reassuring, and kind."

—L.A. (Boise, ID)

Most patients are tired and fatigued after surgery and it is not uncommon to take several short naps afterwards. Several times a month, however, I have patients go out to dinner or to a movie the night of their operation because they feel so good. Don't make any plans, but I don't restrict your

activities if you feel up to it. I contact all my patients the night of their operation to help ensure that you are recovering as expected. Please provide the surgery center staff with a telephone number that I can use to contact you that evening.

Most of my patients describe their post-operative sensation as tightness or pressure on their chest. Some say it feels like your breasts are engorged and you need to breast-feed. Most agree that this is not a bad experience at all.

To help decrease the amount of muscle tightness and ache you experience I encourage you to gently stretch your arms once an hour beginning the day of surgery. Do not "exercise" your arms, just a little gentle stretching as I described to you in the consultation room immediately before surgery. You should place your hand near your shoulders and slowly draw giant circles in the air with your elbows. Six or eight circles should be completed every hour that you are awake. If you happen to awake in the nighttime for a drink then perform a set of stretches and go back to bed, but do not set an alarm to wake up just to perform the stretches.

Using ice packs will help decrease the swelling and discomfort as well. We provide you with an elongated ice pack that should be kept over the top of the breasts. They do not

SURGERY

need to be in contact with the skin, placing them over the clothing and bra is fine. Keep them in place as much as possible for the first two or three days. You can continue to use the ice packs even longer if you feel they help relieve discomfort.

The three main things that I think help relieve discomfort more than anything else are: 1) Ibuprofen every eight hours whether you feel like you need it or not, 2) the stretches, and 3) the ice packs. If you follow these instructions your discomfort will be minimized and your recovery will be hastened.

DAY AFTER

You will be scheduled for an office visit the day after your surgery. You typically meet with one of my office staff to ensure that we don't need to adjust or administer any medications and to make sure you're recovering as expected. This is typically a very short visit but it gives you a chance to ask questions that have come up overnight. We explain the bras and straps that you are wearing and show you how to adjust them.

This also gives you the opportunity to see your breasts for the first time. It is normal to have some swelling of the skin and therefore your breasts will look slightly larger than expected. Don't worry, you were confident in the size you selected, and your breasts will

decrease slightly in size to match your expectations.

If you experience discomfort from the bra or the strap during the first days to weeks it is typically due to skin irritation from the material. If you put on a thin, cotton T-shirt under the bra and strap that will often decrease the irritation and help you feel more comfortable. You can also fold a clean washcloth or cotton fabric beneath the edge of the strap to help decrease the irritation.

Muscle stiffness and ache may increase on days 2 and 3. This is normal and should be easily controlled with the pain medication. Many patients find that simply using Ibuprofen is all the medication they need. Although, I don't want you to take Ibuprofen in the two weeks before surgery, after surgery I think it is very helpful. Many doctors don't want you to take Ibuprofen even after surgery because of the risk of bleeding. Remember, however, that my average patient loses less than a teaspoon of blood during the procedure, so I am not concerned that taking Ibuprofen increases your risk of bleeding afterwards.

I always prescribe pain medication for my patients in case you feel like you need a little more help controlling your discomfort. You can decide which medications you need and when to take them. Continue with the arm

SURGERY

stretching to help decrease the tightness you experience. The stretching should focus on maximizing the range of motion of your shoulders in order to keep your chest muscles stretched out and relaxed. Yes, the stretching is a little uncomfortable, but the vast majority of my patients actually look forward to the stretches because they feel so much better afterwards. When these stretches are no longer uncomfortable then you are done with the stretches, and also done taking the Ibuprofen. For most people it is around 7-10 days after surgery that they are able to stop the stretches and the Ibuprofen. These are stretches and not to be done with any weights or resistance.

It is normal to have feelings or sensations that you have never experienced before. Let's face it, you may be getting used to the fact that you have breasts for the first time either in a long time, or in your entire life. Occasional shooting pains that last for only a few seconds are common during the first several weeks. You may also feel a sensation that is best described as "rice crispies" beneath your skin. This is because there is a small amount of air beneath the muscles that takes your body one or two weeks to completely absorb. You will recognize it when you feel it. It is not uncomfortable at all, but it is not a sensation that you are familiar with. Sometimes you will notice new sounds as well. Some sounds that are common are "sloshing" and

"squeaking". These sounds usually subside within the first two weeks.

Frequently I will have patients that will want to return to the gym even the day after surgery. I allow my patients to begin light cardio exercise as long as your heart rate does not exceed 120 bpm. Keep your heart rate below this level for the first two weeks. Those that use a heart rate monitor can easily comply. If you do not have a heart rate monitor then you can estimate your heart rate based on your breathing. You should be able to speak *this* sentence out loud without interruption to breathe to ensure a compliant heart rate.

I prefer cardio exercises that do not bounce or jar the implants. Ellipticals and spin bikes are good choices for my patients that just can't stay away from the gym. Please remember not to perform any strength exercises of the upper body until after six weeks.

AFTER YOUR SURGERY

ONE WEEK

You will be scheduled for an appointment one week after your surgery. By this time you should be feeling much better and will already be excited about your new look.

During this appointment we remove the tape strip covering the incision and provide you with a detailed instruction card to help you remember the information that we give you. These instructions include information about scar and implant massage as well as when you can resume wearing your favorite new bras and exercising.

All the sutures I use are beneath the surface of the skin so you will never see them. They eventually dissolve and go away; you don't need to have the stitches removed. I always have you pay attention to the scar during this visit because it is usually barely visible even when you are looking for it. This is ultimately how the scar should look, but during the next few days or weeks the color of the scar will become more pink and red and will begin feeling a little firm and stiff. This is a normal progression and the instructions we give you about to scar massage will help that scar return to normal skin color as rapidly as possible.

We will instruct you on implant massage techniques that will help your implants look and feel more natural. These massage techniques help stretch the capsule (scar

tissue) that is beginning to form around the implants. By stretching the scar tissue it helps the breast remain soft and supple. You will perform these exercises three to four times a day for the first three weeks and then daily thereafter. The massage takes only a few minutes and is easily integrated into your daily routine.

The basic instructions for implant massage are to press both implants from the sides toward the midline, press each implant individually from side to side, and press both implants from top to bottom each time holding for 20 seconds. You do not need to massage your breast tissue above the implant, but rather press on the implant against the chest wall. These massages help to stretch out the scar tissue that is beginning to form around the implant and keep it softer. There is no way to completely prevent the scar tissue from forming, but we can do everything possible to try and keep it soft.

AFTER YOUR SURGERY

Patients living out-of-state do not need to return for this one-week appointment unless you would like to. I request that you forward some photos to my office so that I can make sure that things are healing as anticipated.

We will give you instructions on removing the tape strip over the incision and will make sure that you are given a copy of the detailed instruction card before you go home. We will make sure you understand all of the instructions and how you can contact us in case you have any questions or concerns.

When taking photographs to send to my office look at my before and after gallery and try to copy the same views that you see there. Another tip is to keep the camera at the same level as the breasts which then gives proper perspective in the pictures (that way it doesn't look like you're looking down on the breasts which may hide some subtle information).

If you live out of town and would like to take advantage of this internet follow-up please let us know in advance because we will still provide you with the same reminder cards that everyone else gets at the one week appointment before you depart for home.

My office is always available if you have further questions and can contact us at any time. My staff is excellent at responding to emails if you need clarification of any instructions or have questions about your recovery.

For most patients this is the only post-operative appointment that you need. If we need to guide you in massaging one implant more aggressively in order to help it settle into place then I may have you return at either 2 or 3 weeks. This is the exception and not the rule. Subtle differences in how the implants are settling can usually be corrected and managed with implant massage. I'm always available if you have other questions, but usually after this visit my patients only return three months later to have photos taken.

During our initial consultation I will usually point out subtle asymmetries in your breasts. I also tell my patients that they will be their own worst critics. You will notice every small asymmetry of your breasts during this time because you spend more time looking at your breasts than you have ever since you first got them. This "hyper awareness" is normal and natural. Rest assured that you notice things that no one else will ever see. You should be very confident with your beautiful, new appearance.

AFTER YOUR SURGERY

TWO WEEKS

I believe that using a quality scar cream helps the new scar heal more quickly and optimally. Scar cream can be massaged directly into the scar twice daily beginning two weeks after surgery. The purpose of the scar cream is to replenish the vitamins, minerals and trace elements that are being consumed by the metabolically active scar directly into the scar. This provides necessary substrate for the scar to heal well. The scar cream that I have the most experience with can be purchased at Clarity Skin adjacent to my office.

Many people will ask about vitamin E oil for scar massage. Yes, I think it helps, but it is not enough. The scar creams all contain vitamin E along with all the other elements necessary for optimized scar healing. I do instruct my patients to take a vitamin E tablet once daily because there is some reasonable data that shows that *oral* vitamin E can help soften collagen in scars.

It is normal for your scar to feel stiff and firm at this time; this is part of normal healing. The scar is now strong enough to allow for firm, direct massage, which helps it become softer. Perform the scar massage with the scar cream you purchase at Clarity Skin. Trace the scar with your finger while applying firm pressure twice daily. This is easily incorporated into your routine for

implant massage. Massage each incision for 20-30 seconds.

At two weeks from surgery the top strap that you have been wearing for the last week at night can be discontinued completely. Continue wearing the surgical bra or a similarly supportive sports bra during this time.

By this time you will be getting very excited about buying some fun, new bras. Although regular bras can be worn starting three weeks after surgery try to avoid the urge to spend a lot of money on bras right away. Your breasts will become softer and “settle” during the first four to eight weeks and that change the way a bra will fit and feel. Unless instructed otherwise, avoid using an underwire bra until three months after surgery as this may delay the settling and dropping of the implants.

Also at two weeks the intensity of cardio workouts can be increased up to a heart rate of 140 bpm. Still remember not to perform any strength exercises of your arms even though you will be tempted because you feel so good. Most of my bleeding complications come at about this time because my patients feel so good they begin to increase their activity levels beyond where they should be. Please remember that you just had surgery even though you probably feel just fine.

AFTER YOUR SURGERY

FOUR WEEKS

By four weeks you should be anxious to increase your activity level and your breasts should be able to withstand the stress and strain of most cardio exercises. At four weeks you can perform cardio exercises without any restriction on your heart rate.

Please introduce your activities with a little caution and common sense. Don't start right where you left off a month ago and expect to be able to perform at that level. Don't worry your strength and energy will rapidly return after you get back into your routine.

Remember that I encourage patients to wait for a full six weeks to perform really strenuous chest wall exercises.

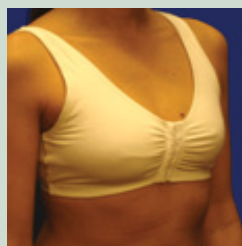
LONG TERM RESULTS

You will be contacted either by mail, email or text as a reminder to return for your three-month exam. This exam is to ensure that you are well healed and happy with your results. My assistants will also take some photographs. We post your photographs to your secure account in myTouchMD where you can review your transformation in the privacy of your home. By this time many patients have a hard time remembering what they looked like before their operation. It is always very rewarding to see how happy and satisfied my clients are at this appointment.

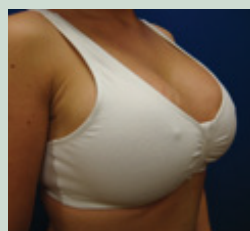
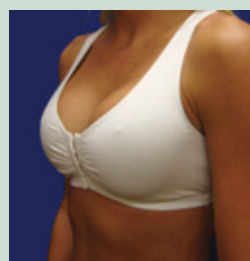
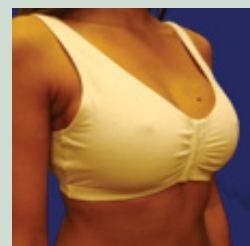
By three months your breasts should look like you had envisioned when you tried on implants in my office. My patients overwhelmingly agree that the sizing process in my office gave them an accurate idea of what augmentation would achieve for them.

By now your breasts will feel soft and natural compared to when they were swollen after surgery. By six to nine months after surgery your breasts will feel even softer and more natural as the scar tissue completes its normal maturation.

Before



After



AFTER YOUR SURGERY

Since your first week after surgery we have instructed you to perform implant massage three to four times a day. Beginning at your three month follow-up we instruct you to perform the massage once daily for the life of your implants. This helps to counteract the tendency of the scar tissue to become stiffer and firmer (capsular contracture) and will help your breasts remain supple and natural longer. Daily intake of a Vitamin E capsule can also help decrease the firmness of the scar tissue around the implant.

When I meet with you at your three-month appointment I will try to help you remember this journey that you have undertaken. This has been the culmination of months if not years of desire and research on your part. The fact that you have taken the time to read and study this planner is proof of that.

It is very likely that you discovered this planner because of what other very satisfied patients have had to say about my skill and expertise. I hope that because of their testimonials and the extensive information that I have provided you in this planner that you, too, will be one of my patients. If you have noticed nothing else in this process I hope you have noticed that I take my job very seriously, and that I'm very good at what I do.

If you have read this entire breast augmentation planner then I know that there is an extremely high probability that you will be my patient some day, hopefully soon.

My practice has grown by word of mouth from previous patients who are very grateful for my skill, experience and expertise. When you become one of my patients I will ask you to return to the internet and leave your comments in order to "pay it forward" for someone else who will soon begin their search for the right person to help them achieve their expectations.

It is because of satisfied and very grateful patients that my practice has grown to be one of the busiest breast augmentation practices in the entire country. My practice continues to grow and thrive because despite being one of the busiest plastic surgeons in the country my patients never feel like they are just a number or a quota. I know that each patient is an individual and deserves individualized treatment. I also know that you are not just my next patient...you are my next advertisement because others will come to me because of your result and experience.

AFTER YOUR SURGERY

ONCE A PATIENT, ALWAYS A PATIENT

Once you have been my patient, I want you to remain with me in my practice. You will feel confident in my surgical abilities and with my experienced and helpful staff. After having breast augmentation under my care if you ever have questions or issues arise I am happy to speak with you at any time. Although it is uncommon, ruptured implants are a reality and I will do everything possible to expedite your care. My office will take care of all of the paperwork for warranty service and make all necessary arrangements.

I am honored that you selected me as your surgeon to care for you. It is a great demonstration of trust to place yourself into someone's hands having confidence in the outcome. As a way to show my appreciation I offer all my clients a loyalty discount of 5% off all full-priced *future* surgeries. This is another way to help you feel like you are an important part of my practice.

I build my practice on excellent results and happy patients. When you are excited about your results you will likely want to share your experience with your friends. This is also a great honor to take care of your family and friends and I will do all that I can to deliver the same level of excellent care and service. This word-of-mouth growth in my practice is

greatly appreciated because these new patients automatically share your confidence and trust in my abilities. Thank you for helping my practice grow.

OTHER PROCEDURES

As a board certified plastic surgeon I offer the entire spectrum of cosmetic surgery options for my patients. Five years of general surgery training and two full years of dedicated plastic and cosmetic surgery training have prepared me to offer every option possible for your cosmetic surgery. Having all options available helps me to be able to honestly recommend the option that will be of greatest value to you instead of just suggesting the only option I have to offer.

I am the only doctor in Utah that offers a "laser facelift" which is an alternative to a conventional facelift. This laser facelift is ideal for people who just are not quite ready for the big expense, big recovery, and big scars of a traditional facelift. With the laser facelift I introduce a small laser beneath the skin through three small puncture sites. This laser heats the deep surface of the skin stimulating more collagen growth and tightening. During the same procedure I also use a laser resurfacing treatment to stimulate the surface of the skin to rejuvenate.

AFTER YOUR SURGERY

This is the most aggressive combination of laser treatments for facial rejuvenation currently offered. It is not nearly as invasive as a facelift and the recovery is usually less than five days. The result is a very natural looking tightening and toning of the skin.

I am also the only doctor in Utah trained to perform high definition SmartLipo and high definition VASER body sculpting. This is a phenomenal process through which the natural definition of your own muscles is revealed. This is an exciting new concept in body shaping and contouring and you will be amazed at what I can achieve. This same high definition body contouring process can be used to highlight the natural curvature of the lateral breast area as well. This helps to separate the breast from the lateral chest and define its natural beauty.

I am one of only two plastic surgeons in the entire state that offers the only FDA approved intervention for cellulite. Cellulaze is a procedure that corrects the abnormalities and irregularities associated with cellulite. Usually performed in my office with very mild sedation, this one time treatment is able to achieve an 80 to 90% improvement in the appearance of cellulite. Similar in concept to liposuction, the laser is inserted beneath the skin where it tightens and rejuvenates the collagen and also breaks the bands that create the indentations.

I also perform a high volume of tummy tuck procedures. This is sometimes combined with breast augmentation with or without a lift in a procedure we call a “mommy makeover”. My tummy tuck patients get outstanding improvement in the contour of their abdomen and they also get a cute, sexy belly button. It is common for my patients to tell me that their belly button looks better than any other they have seen after a tummy tuck. Look carefully at before and after photos; you don’t want to have a big, round, flat belly button. I spend a significantly longer amount of time making the belly button look its very best.

I determine the best option for my patients’ body contouring procedure and utilize the best technology available to give them results that are exceptional.

I am confident that you will find this information helpful to you in your search for information on breast augmentation. I am also confident that I can give you an excellent result so that you will become one of my loyal patients. Please do not hesitate to contact my office with any other questions you may still have. I look forward to helping you achieve the beauty and confidence you desire.

AFTER YOUR SURGERY

Incentives and Added Value

| | Discounts & Savings |
|---|---|
| Free breast augmentation planner | “Priceless” |
| No consultation fee | \$100 value |
| Share your consultation with a friend who also has breast augmentation within 30 days of you | \$100 off |
| Free Latisse with any Natrelle silicone augmentation -- or -- Free one-time Botox treatment with any Natrelle silicone augmentation -- plus -- a certificate for a <i>friend</i> to try a one time treatment of Botox | \$125 value -- or -- up to \$500 value -- plus -- up to \$500 value |
| Free one-time Dysport treatment with any Mentor silicone implant | up to \$500 value |
| Book surgery within 24 hours of your initial consultation | \$100 off |
| Patient loyalty program | 5% off all future surgical procedures |