

*B*REAST  
AUGMENTATION  
PLANNER

---

HOW TO GET FANTASTIC  
RESULTS AND  
SAVE HUNDREDS!

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



## CONTENTS

---

### 1. 6-8 WEEKS BEFORE

- A. Become serious about gathering information
- B. Review internet resources for information about breast augmentation
- C. Review your purposes for breast augmentation
  - Consider your hobbies and common activities
  - How will that impact your activities.

### 2. 5-6 WEEKS BEFORE

- A. Schedule your appointment with the doctor
- B. Finalize any financing or financial planning

### 3. 2-5 WEEKS BEFORE

- A. Have appointment with physician
  - What to bring
  - What to expect
  - Common questions to ask

### 4. 2 WEEKS BEFORE

- A. Stop taking NSAIDS
- B. Reduce your exercise of the chest and arms

### 5. 1 WEEK BEFORE

- A. Pre-op appointment
  - Photos
  - Informed consents
  - Get Rx
  - Payment

### 6. DAY BEFORE

- A. Adequate rest
- B. Prepare area for recovery
- C. Nothing to eat or drink after midnight



## CONTENTS

---

### 7. DAY OF SURGERY

- A. Be prepared for changes in schedule
- B. Stay relaxed and calm
- C. Marking in the holding area
- D. Plan on napping and resting
- E. Stretching arms

### 8. DAY AFTER

- A. Post-op check

### 9. 2-4 DAYS AFTER

- A. Muscle stiffness may increase
- B. Continue stretching

### 10. 1 WEEK AFTER

- A. Post-op appointment
- B. Begin capsule massage as instructed
  - 3-4 times a day for 5 min

### 11. 2 WEEKS AFTER

- A. Begin scar massage as instructed

### 11. 4 WEEKS AFTER

- A. Resume exercise



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 are money saving tips and valuable free offers worth hundreds of dollars. This is available to you and all that is required is that you know **HOW** to qualify and get it. This planner will tell you how to qualify yourself to save money and get rebates and free products.

## GATHERING INFORMATION: 6 – 8 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 almost every question you can imagine. Additionally you will learn some great ways to save money and take advantage of some incredible deals.

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

--S.G. Provo, UT

### 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!

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. 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 – 8 WEEKS PRIOR TO OPERATION

There is no other board certification for plastic 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 go to [www.abplsurg.org/ModDefault.aspx?section=PubFind](http://www.abplsurg.org/ModDefault.aspx?section=PubFind) and find out. This website also has excellent answers to frequently asked questions regarding physician qualifications and training ([www.abplsurg.org/ModDefault.aspx?section=Faq](http://www.abplsurg.org/ModDefault.aspx?section=Faq)). Another website which lists all board certified plastic surgeons in Utah (yes, there really are 3 pages worth) is [www.utahstateplasticsurgery.calls.net/members.html](http://www.utahstateplasticsurgery.calls.net/members.html).

### HELPFUL INTERNET SITES:

Internet resources that are very helpful for you as you make your decision regarding breast augmentation include physician's websites, national and state 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 which you can access with the following link. <http://www.utahcosmeticbreastsurgery.com/salt-lake-city-plastic-surgery-photos-breast-enlargement.html>

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.

Physician websites should also include information about the procedure, the recovery, and the costs. I have animated cartoons on my website which show breast augmentation in a very understandable format that my patients find very helpful.

National and state organizations are also helpful sources for information. Some of the helpful resources in this category include: the American Society of Plastic Surgeons ([www.plasticsurgery.org](http://www.plasticsurgery.org)) and the Utah State Plastic Surgery Society ([www.utahstateplasticsurgery.calls.net](http://www.utahstateplasticsurgery.calls.net)). These websites contain very credible information that you can rely on in your search for finding qualified plastic surgeons.

*"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*

## GATHERING INFORMATION: 6–8 WEEKS PRIOR TO OPERATION

Commercial and consumer sites are also very helpful in the search for information. One of the best resources in this category is [www.RealSelf.com](http://www.RealSelf.com) (consumer driven website where patients ask questions). I 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. If you can't find the answer to your question in this material then these are helpful resources where you can search for information.

### **PATIENT COMMENTS AND WORD-OF-MOUTH**

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 result is 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. I also have a list of patients that have said they would be willing to talk to people to let them know about their experience.

One comment I hear repeatedly from my breast augmentation patients is how smooth and rapid their recovery was compared to some

*"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*

of their friends with whom they talked. Every patient is a unique individual and each will have a slightly different recovery experience, but I think that the technique used for the procedure is a major factor in how they recover. I think my technique is distinctive because my patients recover very quickly and I can perform the entire procedure with almost no blood loss.

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.

## GATHERING INFORMATION: 6–8 WEEKS PRIOR TO OPERATION

### 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, busi-

ness 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.

Most people are very realistic about their "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 her 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 her 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 more about helping my patients feel differently about how they look than it is making them look different.

*"I feel a million times better about the way I look!"*

*--H.M. Salt Lake City, UT*



## SCHEDULING A VISIT: 4 – 6 WEEKS PRIOR TO OPERATION

You want to allow time to see me and my staff 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.

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 it.

My office staff will be very helpful and accommodating in this process. You are going to feel comfortable with the people in my office that will be answering your phone calls and greeting you when you enter the clinic. 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?

*"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*

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 feel 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. 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 that 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.

## SCHEDULING A VISIT: 4 – 6 WEEKS PRIOR TO OPERATION

When you make an appointment for breast augmentation in my office you will be spending time with me and my assistants. 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.

“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 times. 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

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.

*“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 times. 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

### 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 is instructed to be completely open and honest regarding prices. Beware of “hidden costs” which some offices 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.

## SCHEDULING A VISIT: 4 – 6 WEEKS PRIOR TO OPERATION

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 on the different financing companies that we accept and you can easily get in contact with them to begin the paperwork

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 for scar creams to help improve scar appearance etc (if they need to sell you something to make the scar they created look better then they should just give it to you). 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.

Be careful on the internet when you look at prices. Some advertised prices are “too good to be true” and 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. I have spoken with multiple patients that tell me about being “nickled-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 OPERATION

Your first appointment with me will likely get you very excited about the procedure. My knowledgeable and friendly office 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 the surgery.

*“When I went to other consultations before I chose Dr. Fryer I felt the 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 clinic 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 bath 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.

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

Using these recommendations my assistants help you position the 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 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 knowing that you made the decision based on how you feel and how you 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.

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. Ultimately my patients report happier and more confident because they are the ones that decided on the size that they feel

comfortable with. My patients relate that they had confidence going into surgery because they knew what they would look like after.

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

*--K.H. Draper, UT*

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 you to describe your 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 OPERATION

Now, how would you like even more savings? Everyone likes getting something of value for free. 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. Reading this information will help you feel confident about your decision and become very excited about your results. This information contains just about everything that you need in order to schedule your surgery.

If you schedule your surgery date within 24 hours of your appointment I will reduce your cost by \$150! That's right; all you have to do is come to your appointment after reading this information and be ready to make that

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 another way to save some money on your surgery in the section about the pre-operative appointment. This gives you information on how you can save another 2.5% off the cost of the procedure. You will also find some ways to get valuable, free products in the table at the end of this planner.



## PREPARING FOR SURGERY: 1 WEEK PRIOR TO OPERATION

### **Pre-operative Appointment**

As your 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 the 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 the 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 for your surgery (which is fairly common in my practice), we can arrange to have this appointment either the day before, or the morning of surgery. 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.

During this visit you are provided with informed consent information 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.

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 photographs of my patients without their written consent.

## PREPARING FOR SURGERY: 1 WEEK PRIOR TO OPERATION

### Prescriptions

I provide you with all of your prescriptions at this appointment. For breast augmentation surgery you are typically given three medications which 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 five day prescription.

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. Many 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.

You will be given medication in the operating room 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, than to need it and not have it.

If you have experienced severe nausea with previous operations or easily become motion sick I can prescribe another medication 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 who 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.



## PREPARING FOR SURGERY: 1 WEEK PRIOR TO OPERATION

### **Payment**

Payment in full is required prior to your surgery date. Payments can be made in cash, or with a debit or credit card, or cashier's check. We do not accept personal checks. Many of my patients choose to finance their surgeries through one of the convenient financing companies 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.

Here's another way to get more value for your money. If you pay with cashier's check or debit card you can save an additional 2.5% off the cost of your surgery! Since this avoids paying credit card or cash deposit fees we pass the savings on to you. Currently this can save you up to \$120 for silicone augmentation and \$95 for saline.

## Day Before

This is a very exciting time for you and anticipation of the surgery could 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 then place that small disc behind your ear before bed.

Get all of these preparations done early and then plan on retiring to bed. In preparation for surgery do not have ANYTHING to eat or drink after midnight. 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.

## Canyon Crest Surgery Center

You will be instructed at least the day before 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 waist band 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.

## SURGERY

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 the time pass after you have checked in. 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 at the gas station down the street before you arrive so you will have fewer problems providing the sample. We have had a few “happy announcements” at the surgery center and 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 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 procedure with the lowest risk of nausea and discomfort. They will briefly review your health history and familiarize you with what you will experience.

The anesthetist will lead you from the private holding 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 or recovery.

Once you are asleep we clean your skin with a 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.

## SURGERY

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 (typical blood loss is less than one teaspoon for the entire operation). The blood loss during other breast augmentations can be 10-40 times more than 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 hear about their recovery experience and help reinforce how quickly they recuperate.

As you begin to awaken after your operation you will be in our recovery area. Here you are monitored 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.

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.

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

*--J.R. Salt Lake City, UT*

*Medical provider*

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 the first night is not a bad experience at all. The second and third days however are a little more uncomfortable. It is like having a heavy workout in the gym; the night of the workout you might feel a little tight but it's not bad. The day after a hard workout though you sometimes wake up and feel that unmistakable "muscle ache". This is how most of my patients describe the second

and third days. To help decrease the amount of muscle ache you experience I encourage you to gently stretch your arms once an hour beginning the day of surgery. This helps to decrease the amount of muscle tightness. Do not “exercise” your arms, just a little gentle stretching with your arms fully outstretched in front and above you.

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

*--L.A. Boise, ID*

Using ice packs will help decrease the swelling and discomfort as well. Keep the ice packs that we provide you over the top of the breasts. They do not 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 use the ice packs as long as you feel they help relieve discomfort.

### **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 a small amount of 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 (800 mg three times a day) 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. Most doctors don't want you to take Ibuprofen even after surgery because of the risk of bleeding. Remember, however, that my

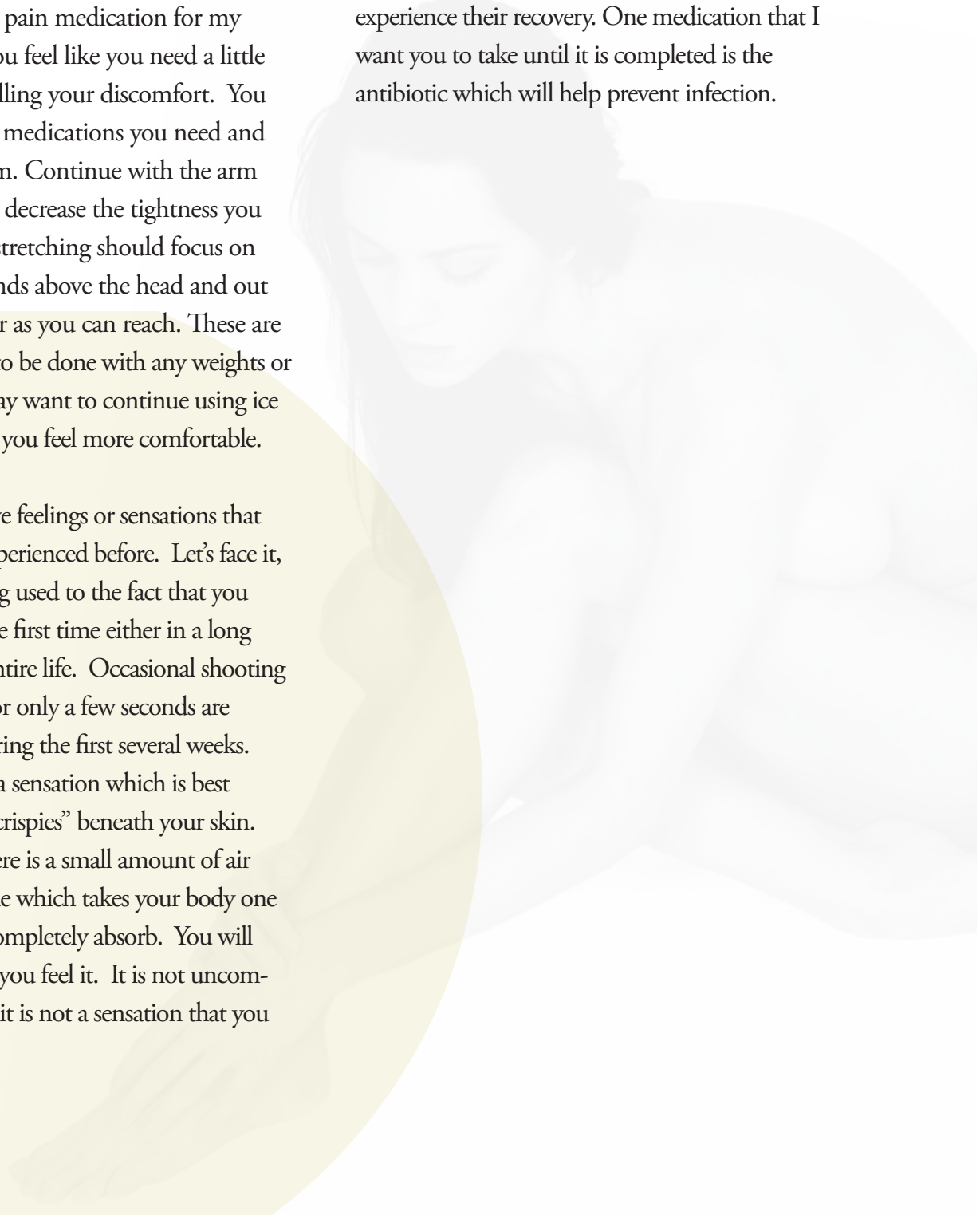
## SURGERY

average patient loses less than a teaspoon of blood during the procedure, so I am not concerned about 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 stretching to help decrease the tightness you experience. The stretching should focus on bringing both hands above the head and out to your sides as far as you can reach. These are stretches and not to be done with any weights or resistance. You may want to continue using ice packs if that helps you feel more comfortable.

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 which last for only a few seconds are commonplace during the first several weeks. You may also feel a sensation which is best described as "rice crispies" beneath your skin. This is because there is a small amount of air beneath the muscle which 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.

As I reviewed earlier, we prescribe pain and nausea medication to everyone and you can decide for yourself if you really need to take it. Everyone is slightly different in how they experience their recovery. One medication that I want you to take until it is completed is the antibiotic which will help prevent infection.



## AFTER YOUR SURGERY

### Recovery

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 instructions 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 have to have any 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 will 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 scar massage will help that scar return to normal skin color as rapidly as possible.

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 week 2 or 3. 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.

My assistants and I show you implant massage techniques which will help your implants look and feel more natural. These massage techniques help stretch the capsule (scar tissue) which is beginning to form around the implants. By stretching the scar tissue it helps the breasts remain soft and supple. You will perform these exercises three to four times a day for the first three months and then daily thereafter. The massage takes only a few minutes and is easily integrated into your daily routine.

Patients living out-of-state do not need to return for this appointment unless you would like to. I request that you forward 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 return 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.

## AFTER YOUR SURGERY

At your one week post-op visit I explain scar-massage instructions. It is normal for your scar to feel stiff and firm after the first few weeks. After two weeks of healing the scar is now strong enough to allow for firm, direct massage which helps it become softer. The scar massage is performed with lotion or other lubrication so you do not damage or abrade the skin. Trace the scar with your finger while applying firm pressure three or four times a day. This is easily incorporated into your routine for implant massage. Massage each incision for 20-30 seconds.

Most of my patients are very active and want to know when they can resume their workout schedule. Walking (or possibly low impact elliptical machines) for exercise can be started as early as you feel up to it. This should be very low intensity with a goal heart rate of less than 100. Greater intensity and heart rate can be started two or three weeks after surgery.

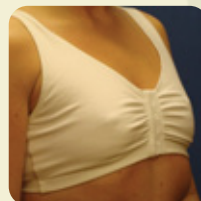
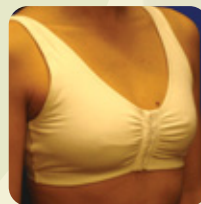
By four weeks you should be anxious to increase your activity level and your breasts should be able to withstand the stress and strain of most cardio exercises. Please introduce your activities with a little caution and common sense. Don't start right where you left off a month ago and expect to be able to perform at that level. Don't worry your strength and energy will rapidly return after you get back into your routine. I

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

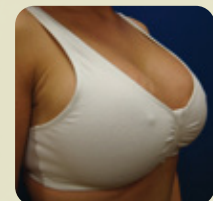
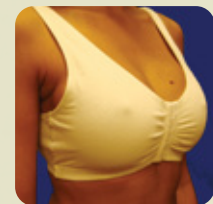
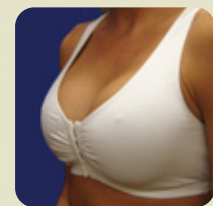
### Long Term Results

You will be contacted either by phone or mail as a reminder to return for your 3 month exam. This exam is to ensure that you are well healed and happy with your results. My assistants will also take some photographs. You will be given an envelope with your pre- and post-operative photos for you to review your transformation. 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.

#### Before



#### After





## AFTER YOUR SURGERY

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.

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 as long as you have 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.

### 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 for your trust 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.

## AFTER YOUR SURGERY

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 currently 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 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. Look carefully at before and after photos; you don't want to have a big, round, flat belly button. I determine the best option for my patients' body contouring procedure and utilize the best technology available to give them results which 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

Valuable Information and Incentives*	Discounts & Savings
Free breast augmentation planner	"Priceless"
Allergan "Perk card" with free product and rebates (available only for patients who select Natrelle silicone implants who schedule within 24 hours of their consult; includes rebates on the breast implant, Botox, Juvederm XC and latisse)	<b>\$170</b>
Free Latisse prescription (for any Natrelle saline or silicone augmentation scheduled within 24 hours of your consult)	<b>\$120</b>
Bring a friend to first appointment who also has augmentation within 30 days of your consultation and you both save \$100	<b>\$100</b>
Cash discount (2.5%)	<b>Up to \$120</b>
Book your surgery date within 24 hours of your consult	<b>\$150</b>
Loyal patient discount—5% off all future surgeries	<b>5% off all future surgeries</b>
Total value of savings, free products, and rebates	<b>Over \$660</b>

\*maximum discount off of the price of any surgery cannot exceed 10% of the total cost of surgery.