

A close-up photograph of a person's bare chest. They are pulling open a dark-colored zip-up jacket with both hands, revealing their breasts. The lighting is soft, highlighting the skin texture. The background is dark and out of focus.

The Scoop On Breasts

A PLASTIC SURGEON BUSTS THE MYTHS

Dr. Ted Eisenberg & Joyce K. Eisenberg

DEDICATION

To my wife, my staff and my patients,
who have taught me that my job is just to listen.

Thank you for your trust in me and
for giving me the opportunity
to make a difference in your lives.

– T. E.

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Chapter 3

To B or Not to B a C or a D

Each year, more than 300,000 women in the United States have breast augmentation surgery, making it the No. 1 cosmetic surgery procedure.

For these women, the road from “thinking about it” to “doing it” is paved with many questions and answers, like these...



Foxy (Great-Grand) Mama

Cosmetic surgery is on the rise among older Americans, according to the American Society for Aesthetic Plastic Surgery, which reported that in 2011 close to 100,000 people age 65 and older had elective surgical procedures. While the majority had facelifts and cosmetic eyelid surgery, about 11,000 had cosmetic breast surgery. Among these was an 83-year-old great-grandmother from California who got a breast lift and implants.



AM I A CANDIDATE?

► Do I need a breast augmentation?

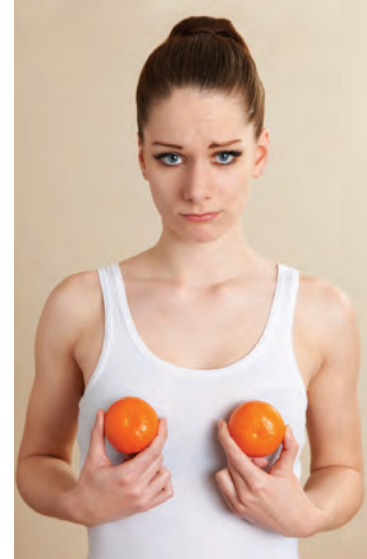
No one needs a breast augmentation. If you were to come into my office and ask me what I think you should do, I would ask you what you want. It would be very arrogant of me to tell you what to do. Plus, after taking care of more than 5,000 women – and being married for a long time – it's clear to me that women know what they want and that my job is just to listen.

But if you think an augmentation might make a difference for you, we would continue the consultation to find a match between your expectations and what I could accomplish surgically.

► I'm turning 52 next week. Am I too old for implants?

Absolutely not. There's nothing wrong with wanting to look as good on the outside as you feel on the inside, no matter how old you are. If breast implants would make you feel better about how you look – in clothes or out – there's no reason to rule out cosmetic breast surgery.

To date, my oldest patient was 63. She had small breasts and had been thinking about getting implants for a long time. She had a new boyfriend, and the time was right for her. What's most important is that she was in good health.



Beauty Pageants

With Them . . .

If you've got them, want to flaunt them, are at least 18 and live in Hungary, you could compete in the next Miss Plastic Hungary Pageant. But first, you will have to submit your medical records to prove that you have been surgically enhanced. The grand-prize winner receives a brand new apartment, and her plastic surgeon wins a prize for his or her handiwork.

In past years, nearly all the contestants showed off augmented breasts. Reshaped noses were popular; just one finalist had surgically adjusted toes. Contestants were supposed to show a "perfect harmony of body and soul," but there were no pageant interviews during which the women could express their wishes for world peace.

. . . and Without Them

The tiny town of Isafjordur, Iceland, hosted an alternative beauty contest to celebrate body imperfections. Droopy breasts, cellulite, wrinkles and hairy backs were all considered signs of character and sex appeal. The only requirement: No plastic surgery. The pageant was open to men and women age 20 and over.

In this anti-contest, where the premise was that beauty shouldn't be a competition, judges picked the winning name out of a hat: Asta Dora Egilsdottir was crowned Untamed Beauty 2007, but every contestant walked away with a title. No prizes were given; the "fun and honour" of taking part were considered sufficient rewards.



► I just turned 18. Am I too young to get implants?

You are not too young to get saline implants, according to guidelines from the FDA and implant manufacturers, but you are not eligible for silicone gel implants until you are 22.

Age isn't the only deciding factor. You also need to be fully grown before you have cosmetic breast surgery, which means that there have been no changes in your height, weight or breast size for two years. Although most women finish growing by age 18, others continue to grow into their early 20s. You also need to have the emotional maturity to cope with the body image changes that result from cosmetic breast surgery.

► Can I get implants for my Sweet 16?

In the last decade, there was an increase in the number of teens who had breast augmentation surgery at age 16, despite FDA recommendations against it. While some doctors may take care of patients who are younger than 18, I do not.

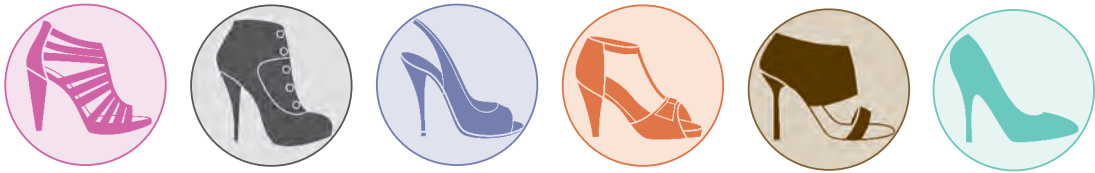


► I'm on a diet. Should I finish losing weight before I get implants?

When you lose weight, it not only reduces the size of your waist and thighs, but it might also reduce the size of your breasts – sometimes dramatically. If this happens, you might be left with saggy breasts and stretched skin.

If you are planning to lose 10 percent or more of your body weight, it makes sense to wait until you have reached your goal before you have breast augmentation surgery. In order to choose breast implants that will make you proportional, you need to know your true starting size.

◉◉ *Titbit:* If you are dieting, be sure to save a few dollars for shoe shopping. Some women report that along with losing a cup size, they lose a shoe size.



► I'm hoping to get pregnant in the next year. Should I wait to have surgery?

If you are thinking about having a child in the next year or working on it now, I would suggest that you wait because your post-pregnancy breasts might look different from your current pair.

During pregnancy, your breasts will enlarge from hormonal changes and milk production. Afterward, they might return to their original size or get smaller, bigger or droopier. You won't know the verdict until six months after you have stopped breastfeeding or, if you are not breastfeeding, six months after childbirth.

If parenthood is further in your future and you are anxious to enjoy new breasts now, you don't have to wait. Just understand that you might need a revision after pregnancy.

► **Will I be able to breastfeed after I get breast implants?**

In most cases, breast augmentation surgery will not interfere with breastfeeding because milk ducts are generally not disturbed during the procedure. When implants are placed through an incision made around the areola, milk ducts are sometimes disrupted, which may affect breastfeeding. However, not all women are naturally able to breastfeed, whether or not they have cosmetic breast surgery.





Honoring the Goddess of Breasts

Americans might worship breasts, but the Japanese built a shrine to them – in 1678. Chichigamisama, the goddess of breasts, oversees the Karube shrine in the village of Kiyone. Women from all over Japan come to this sacred place to pray for safe childbirth, abundant breast milk, cures for breast cancer, and larger breasts. The shrine's walls are lined with ema, small wooden plaques that resemble a rice cake with a cherry on top. Some women craft them by hand; others purchase them for 2,000 yen (about \$25) from a website that sells “breast-motif votive plaques.” Hungry pilgrims can stop for a snack at the nearby bakery that sells cakes and breads in the shape of breasts.



► **Has Dr. Eisenberg ever operated on anyone with asthma, diabetes, or an overactive thyroid?**

Yes, yes, yes. If your symptoms are under control, surgery is not a problem. As part of the presurgical workup, your breast health and general health are evaluated to make sure you can tolerate surgery, that you will heal well, and that surgery won't make your condition worse. If it's appropriate, your doctors will be contacted for medical clearance.

Diabetes can be monitored before and after surgery with a simple blood sugar test. A flare-up of asthma symptoms can be controlled with the patient's inhaler and a breathing treatment, if necessary. It is essential for a patient with an overactive thyroid (hyperthyroidism) to be under strict management because the condition can trigger heart irregularities, which may be difficult for the anesthesiologist to control during surgery.

► **Can I have surgery if I have rheumatoid arthritis?**

Although studies are ongoing, there are no reports in the current literature of a higher risk of connective tissue disorders among women with breast implants. I tell women with a history of collagen vascular disease that implants could possibly aggravate their symptoms. I ask them to check with their rheumatologist to make sure he or she is supportive of their decision to have surgery. Most of these women choose to proceed with the operation; happily, no woman has reported that her symptoms got worse after surgery.

► I'm in therapy. Does that matter?

Your mental health is as important as your physical health when you are considering cosmetic surgery. Just as I would ask your heart doctor for medical clearance, I would ask your therapist for clearance if you were currently in treatment or had received treatment recently.

I need to know that your therapist is supportive of your plans to have breast surgery at this time. It is necessary to have someone in your corner who knows the issues you are working on and can counsel you through your adjustment to your new body image.

⊙⊙ **Titbit:** “Primum no nocere” is a Latin phrase meaning, “First, do no harm.” It is a fundamental principle of medicine and surgery that applies not just to elective cosmetic surgery but to any treatment.

► My boyfriend wants me to get breast implants. What do you think?

If you said this to me in consultation, I would ask if you wanted breast implants. If you said you were happy with how you look, I would tell you to go home. The surgery has to be for you, not to please someone else.

Only two women out of 5,000 have ever asked me this question. Although many men have the fantasy that women get implants to make them happy, they are wrong. Women primarily get implants to make themselves happy. Sorry guys.



WHAT CAN YOU ACCOMPLISH?

► **My breasts are pointy and I don't like their shape. Can you make them round?**

Implants will only make your breasts bigger and fuller; they won't change the shape of your breasts. However, an enlargement might create the illusion of a different shape. You could compare breast augmentation to inflating a flat tire: When the tire on your car loses air, it loses some of its shape and it might appear to be flat. When you fill it up, it returns to its original shape.

It's essential to respect the anatomy of your breasts during surgery. If I tried to make your breasts wider, the implants might end up under your armpits. If I tried to lower the crease under your breasts, the implants might “bottom out,” meaning you would have more breast fullness below your nipples than above them, and the nipples might look as if they were pointing toward the ceiling. Not a good look.





Above: A 1952 advertisement for the Lovable Ringlet Bra.

Right: The Marlene Bullet Bra from the vintage-inspired label

What Katie Did (www.whatkatieidid.us.com) "coaxes your breasts into the perfect 1950's conical shape."



POINTY BREASTS: A FASHION HISTORY

When Madonna wore a Jean Paul Gaultier-designed bullet bra during her 1990 Blond Ambition world tour, it was shocking and erotic but not a new fashion concept.

The cone-shaped bullet bra had been popularized 50 years earlier by movie stars who came of age in the 1940s, such as Marilyn Monroe, Jane Russell and Lana Turner. They, along with the pinup girls of that era, popularized the "Sweater Girl" look – pointy, voluptuous breasts beneath a clingy sweater.

Made of nylon and satin and reinforced with circular stitching around the cup, the bullet bra was the push-up bra of its day. Women would iron their bras to make sure the form was perfect and stuff the cups for maximum projection.

The bullet bra, also known as the torpedo bra, fell out of fashion in the 1960s when some women sought a more natural look and others bought the newest styles: underwire bras and padded bras. These days, bullet bras have made a comeback on retro-lingerie websites.

► Can I go braless after I get implants?

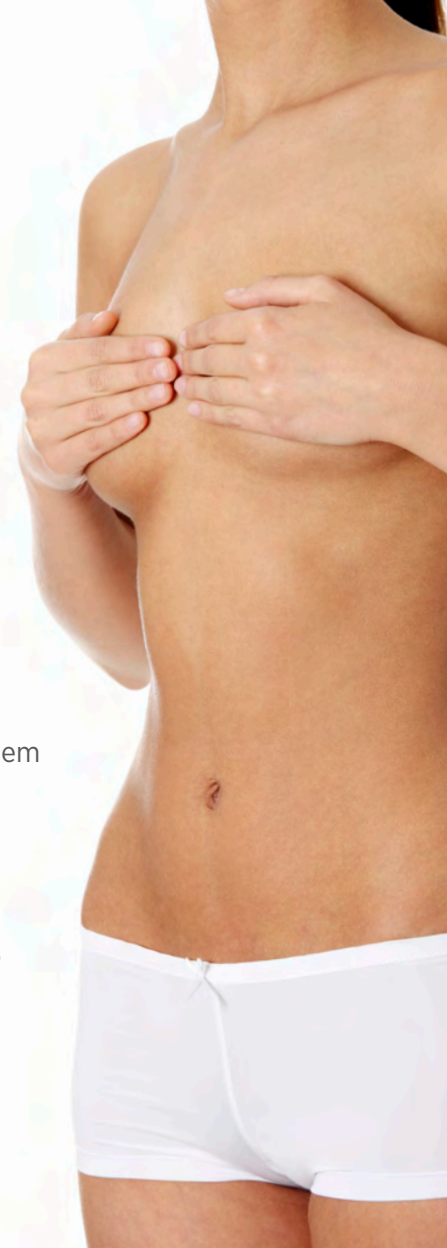
Of course. There's no law against it. But if you imagine that your breasts will be perfectly symmetrical after surgery, you are dreaming. You will see improvement in and out of clothes, but subtle differences will still exist and possibly be visible when you are braless. If this is not a concern, then join the crowd: In August 2010, *Harper's Bazaar* reported on the new "peekaboob" fashion trend – perhaps started by French first lady Carla Bruni-Sarkozy, who had gone braless to a state dinner held in honor of Russian President Dmitry Medvedev five months earlier.

► My breasts are different sizes. Can you even them out and make them exactly the same?

If there's a difference in the volume of your breasts, I can make them closer in size by enlarging them with implants of different sizes, augmenting the smaller breast, or reducing the bigger breast.

While I cannot transform your sisters into twins, I can make them look like sisters from the same family. I have operated on women whose breasts varied by as much as two cup sizes, and I was able to make a significant improvement.

◉◉ **Titbit:** While some women are bothered by a difference as small as a few tablespoons, others don't notice or don't care.



Will implants make my breasts look perky again?

If your breasts are mildly droopy, a saline or silicone gel implant placed behind the pectoral muscle might help create the illusion of perkiness. That's because as the implant fills out the top of the breast, it also fills out the bottom, making it look as if the nipple



has moved higher. It hasn't. A silicone gel implant placed in front of the pectoral muscle might create the same illusion.

If your breasts are moderately to severely droopy and you get implants, it could look as if you have four breasts, with the breast implants up high and your natural breasts down low. A breast lift (mastopexy), with or without implants, would be a better choice; it would restore the breasts to a more youthful look by repositioning the nipples at a higher position and removing excess skin. To find out if you might be a candidate for a breast lift, turn to page 164 and take the “pencil test.”

Do Your Boobs Hang Low?

Our camp counselors and Girl Scout leaders taught us the words to “Do Your Ears Hang Low?” But when they weren’t around, we changed “ears” to “boobs” and sang it this way:

*Do your boobs hang low? Do they wobble to and fro?
Can you tie them in a knot? Can you tie them in a bow?
Can you throw them over your shoulder like a Continental soldier?
Do your boobs hang low?*



Exposing the Cover Up



Thinking about going braless? How about topless? In many cities in the United States, women can be arrested and fined if they bare their breasts, which angers the folks at GoTopless.org. They assert that women have the same constitutional right as men to be bare-chested in public places. Each August, they organize an international Go Topless Day, where women protesters go bare and men wear bikini tops or bras to show their solidarity. Their motto:

“Free your breasts! Free your mind!”

On its website, GoTopless.org lists 14 cities that are “officially topless tested,” including Austin, TX; Madison, WI; and Columbus, OH. The site advises: “Even if a top-free law is firmly in effect, the police can still arrest you under the pretense of disorderly conduct. Don’t be intimidated! You can sue the city back for wrongful arrest if your only crime was to go topless.”

► Will implants give me more cleavage?

Implants won't change the space between your breasts, but they will give you more breast volume, which will make it easier for you to enhance your cleavage with the right bra. If a surgeon tries to create or increase cleavage by loosening the inside borders – or going beyond the natural limits – of your breasts, you could end up with symmastia, also known as a uniboob. Again, not a good look.

Was He Singing About a Uniboob?

*"She's got one big breast in the middle of her chest
And an eye in the middle of her nose
So says I, if you look her in the eye
You're better off looking up her nose."*

– *The Royal Nonesuch* was a circus sideshow character in the Broadway musical *Big River: The Adventures of Huckleberry Finn*. We wonder what inspired Roger Miller to write these lyrics. Did he and Gianni Molaro (see below) have the same bad dream?

A Titter Went Round the Audience

Art couture designer Gianni Molaro shocked the crowd at Rome Fashion Week in January 2012 with his uniboob dress, officially titled "*Fishlike Alien With a Literal Boob in the Center.*" Will this be Lady Gaga's next concert outfit?



► Will I look natural? I don't want my breasts to look fake.

When breast implants are placed behind the pectoral muscle, the muscle blunts the part of the implant that peeks out of a tank top, bra or bathing suit, creating a more natural look. When saline breast implants are placed in front of the pectoral muscle, only skin and breast tissue camouflage the implants, and they might look unnatural, especially if a woman is very thin. Breasts might also look unnatural when the implants are too big for a woman's frame or are out of proportion with the rest of her body.



► Will my breasts feel unnatural? Will people be able to tell by touching them?

Most implants are placed behind the chest muscle, so if someone touches your breast, he or she will feel your own breast tissue for the most part. It is common to be able to feel the implant on the side or underneath the breast, where there is little or no muscle coverage. The thinner you are, the easier it is to feel the implants, but it seems to be a nonissue for most women.

► Will people notice that I got breast implants?

Patients tell me that their most observant friends and family members are often aware that something is different about them, but they can't pinpoint what it is. These curious people ask questions like, "You look great. Are you just back from vacation?" or "That's a cute outfit. Is it new?" Most women look natural and proportional after their breast augmentation surgery and can keep it a secret if they are so inclined. And if they are ever in the mood, they can choose to show off "the girls."


Clueless

**Names have been changed to protect the enhanced:*

Jennifer was in her early 20s and still living at home with her parents. She told her mom about her surgery, but she didn't want her dad to know. She was sure he would notice though; he was a surgeon, and she would be recuperating in the house for a week. She did not need to worry; her father was clueless.

Nicole, in her late 40s, didn't tell her family that she was getting implants. Afterward, she emailed them a photo of herself in a tank top and then called to ask if they noticed anything different. "New hairdo?" her mother said. "Are you working out now?" her father asked. "Keep looking," she prodded them. It was her brother who guessed: "Boob job!"

Amanda had been with her boyfriend for more than a year. When he complimented her on her "perfect breasts," she simply said thank you. He didn't find out that she had implants until he looked through one of her old photo albums and saw a picture of her at the beach – before her surgery. He still thought her breasts were perfect!



Look what I got!

■ **Do implants cause stretch marks?**

Usually, breast implants don't create new stretch marks. If you already have stretch marks, implants might make them less noticeable, temporarily redden them and make them more visible, or not change them at all.

■ **Will implants make my areolas larger?**

Areolas normally remain the same size, but women who have had children sometimes think their areolas are larger after surgery. Here's why: During pregnancy, areolas often get darker and larger. Then, when the milk is gone and the breasts get smaller, it may look as if the areolas have shrunk. When implants restore the breasts' fullness, the areolas' post-pregnancy size again becomes apparent.

■ **Will my nipples stay erect all the time because the implants push them out?**

There is a common misconception that nipples stay erect after breast augmentation surgery. It's an urban legend, no more real than the story about New York City's sewers being infested with deadly alligators.

Implants don't affect the nipples. Sometimes, a woman doesn't realize that her nipples had the appearance of being erect before surgery. Now that her breasts are enlarged, it's more apparent to her, but the nipples have not actually changed. It's similar to the areola illusion. When women see their before-and-after photographs side by side, they are often surprised that their nipples haven't changed at all.



► Will the weight of the implants make my breasts saggy?

In general, no. Most women opt for average-sized implants, which are not heavy enough to make breasts sag.

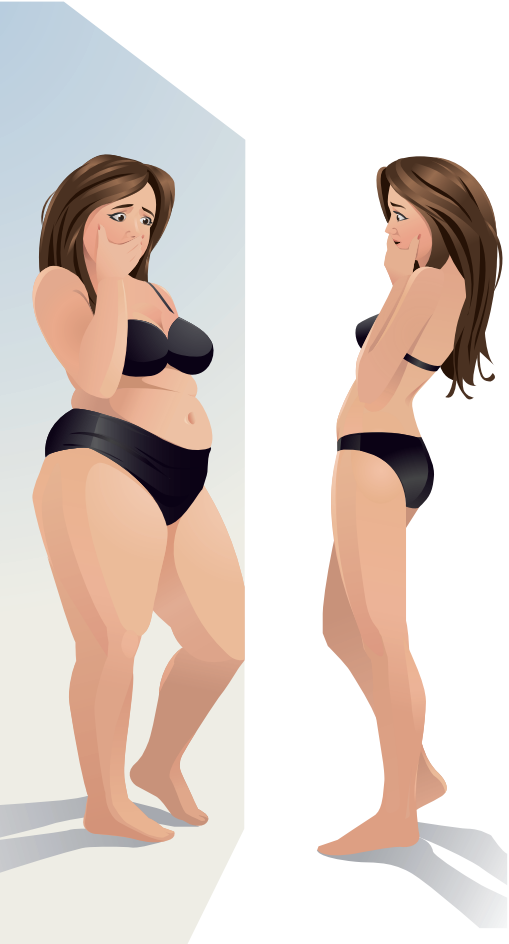
► Will implants make me look fatter?

This is a common concern, but no woman has told me that she looked heavier after surgery. Women do tell me that their implants make them look more proportional, which means their figure might go from pear-shaped (or bottom-heavy) to hourglass-shaped.

► My friend got breast implants (350 ccs) a few months ago and gained 10 pounds. Why?

Blame it on the cheesecake and the box of chocolates, not on her new breasts. If her implants are saline, her new pair weighs a total of about 1.5 pounds. If they are silicone gel, they are closer to 1.7 pounds. She can't use them as an excuse to stop her aerobic exercise either: She only needs to wait three weeks after surgery before starting up again.

To calculate how much your implants weigh, turn to page 81.





► What will happen to my breasts if I get implants and later decide to take them out?

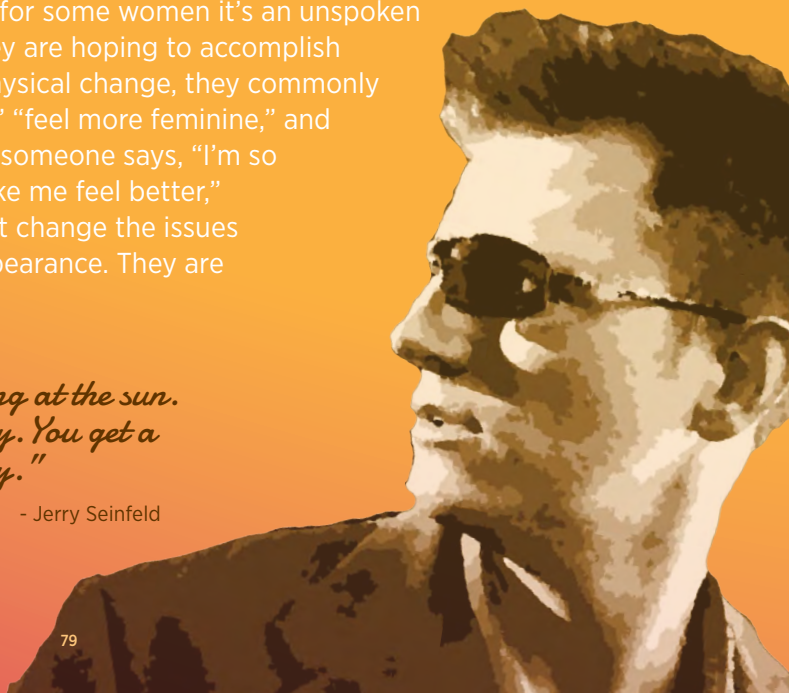
When implants are removed, breasts often return to their starting size (or close to it), much like a woman's stretched belly will generally go back to its original size after childbirth. The more elastic the skin, the greater the likelihood that it will shrink back to normal after it has been stretched.

► Breast augmentation can make my life better, right?

No one comes right out and asks, but for some women it's an unspoken question. When I ask women what they are hoping to accomplish through breast surgery besides the physical change, they commonly say they want to "feel more womanly," "feel more feminine," and "have a little more self-confidence." If someone says, "I'm so unhappy and I need something to make me feel better," it raises concern. Breast implants don't change the issues in your life; they only change your appearance. They are not a shortcut to happiness.

"Looking at cleavage is like looking at the sun. You can't stare at it. It's too risky. You get a sense of it and then you look away."

- Jerry Seinfeld





► Do you get a lot of exotic dancers?

My patients include bartenders, nurses, hairstylists, veterinarians, housecleaners, doctors, women who work on overhead power lines, teachers and students, stewardesses, exotic dancers (about 1%), nurses who have become exotic dancers, exotic dancers who have become nurses, ballroom dancers, stay-at-home moms, company executives, waitresses, fitness trainers, competitive bodybuilders, cheerleaders, policewomen who want to know how soon they can put their bulletproof vests back on, and women in all branches of the military who have emailed us from Iraq and Afghanistan to schedule appointments for when they are back in the United States. Of course, this is not a complete list.

► What will happen to my breasts when I turn 65?

They'll save \$2 on a movie ticket and get a discounted cup of coffee at McDonald's. If as you age your breasts start to droop, the implants won't stay up high. They'll move south, too, right along with your breasts.

How Much Does Your Pair of Implants Weigh?

You Do the Math.

Step 1. Add the number of ccs in your right and left implants.

Step 2. If you have saline implants: Multiply the resulting number by .0325 (the weight of one ounce of saline). If you have silicone gel implants: Multiply the resulting number by .0375 (the weight of one ounce of silicone gel).

Step 3. Add 1.5 (the weight of the 2 implant shells in ounces).

Step 4. Divide by 16 (to adjust from ounces to pounds).

FOR EXAMPLE: If you have 400 cc saline implants:

Step 1. $400 + 400 = 800$

Step 2. $800 \times .0325 = 26$

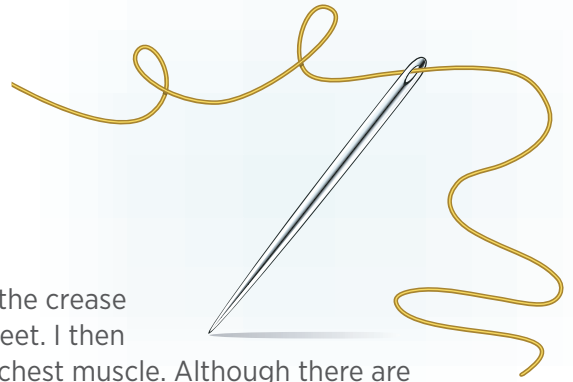
Step 3. $26 + 1.5 = 27.5$

Step 4. $27.5 \div 16 = \mathbf{1.72 \text{ pounds}}$

How Do You Get Them In?

► Where do you make the incision?

I make an incision in the inframammary fold (IMF), the crease below the breast where the breast and the chest meet. I then place the implant behind the breast tissue and the chest muscle. Although there are other approaches, I prefer this one because I don't have to touch nerves, blood vessels or breast tissue. The submuscular space (or pocket) is clearly visible, which allows me to easily stop any bleeding should it occur. I have used this approach for more than 5,000 breast augmentation patients, and I have found it to be safe and successful.



► How big will the incision be?

For saline implants, the incision averages 1½ inches long; for silicone gel it's closer to 2 inches. Silicone gel implants are prefilled, so the surgeon needs to make a larger opening to insert them into the space. By contrast, saline implants come empty and can be folded up and inserted through a smaller incision.

► How do you fill a saline implant?

Once the implant is in place but before the incision is closed, sterile saline solution is drawn out of an IV bag and into a filling syringe. The saline is inserted through a valve in the implant. The valve is self-sealing, which prevents the saline from leaking out.

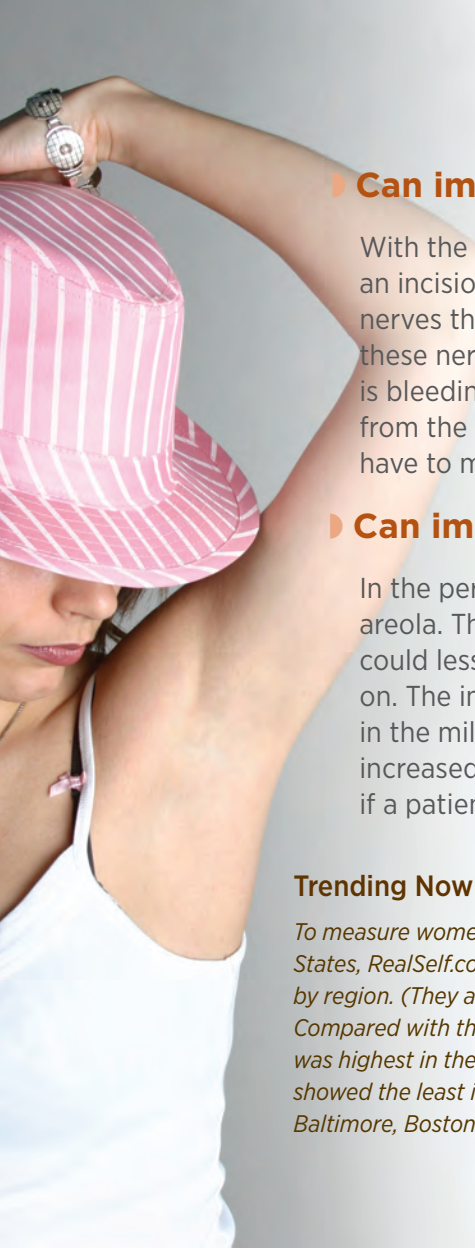
Will the scar be noticeable?

Most women have some degree of crease under each breast, and I make the incision as close to the inframammary fold as possible in order to hide it. It's harder to hide an incision when a woman has little breast tissue and no crease, or when the distance from the nipple to the crease is very short. After the implants settle, the incision sometimes moves a little higher than the crease and can be visible when a woman is naked, but a bra or bathing suit will almost always hide it.

During a consultation, women see photos of the incision, and they can decide how they feel about it. It's rare that a woman decides not to get an augmentation because it means having a scar. Patients have told me that when they look at themselves in the mirror after surgery, they usually don't see the incision. They see their new proportional figure and they're pleased because that's what they wanted their surgery to accomplish.

◉◉ **Titbit:** *If you have a scar from a previous surgery, it's usually an indicator of how you will heal. Most people heal well.*





► Can implants be put in through the armpit?

With the transaxillary approach, breast implants are put in place through an incision in the armpit. The implant passes close to blood vessels and nerves that run from the armpit to the body. It's not common to injure these nerves, but doing so could cause hand and arm problems. If there is bleeding in the lower portion of the implant's space (the farthest point from the armpit), and if it's difficult to see and reach, the surgeon might have to make an incision under the breast to stop the bleeding.

► Can implants be put in through the nipple?

In the periareolar approach, an incision is made along the outline of the areola. The breast implant passes near nerves leading to the nipple, which could lessen sensitivity and cause interference with breastfeeding later on. The implant is also passed near milk ducts. If bacteria normally found in the milk ducts come in contact with an implant, there could be an increased chance of infection. Often, the scar blends in with the areola; if a patient doesn't heal well, it will be visible.

Trending Now in Salt Lake City: Breast Implants

To measure women's interest in breast implants across the United States, RealSelf.com analyzed millions of searches on its website by region. (They assumed that women were doing the searching.) Compared with the national average, interest in breast implants was highest in the cities listed at right. The women of Columbia, SC, showed the least interest in breast implants, followed by those in Baltimore, Boston and Washington, DC.

1. Salt Lake City, UT	+74%
2. Fresno, CA	+63%
3. Honolulu, HI	+54%
4. Oklahoma City, OK	+50%
5. Mobile, AL	+34%

► What is scarless breast augmentation?

It is another name for transumbilical breast augmentation (TUBA). The incision is made inside the belly button, and implants are tunneled up to the breasts. Only saline implants can be placed with this approach; silicone gel implants, which are prefilled before insertion, can't fit through the tunnels.

► Can you take the extra fat from my butt and put it in my breasts?

As early as the 1920s, doctors attempted to enlarge breasts with fatty tissue taken from the stomach and buttock areas. Within a year the body would reabsorb most of the fat, and the breasts could get lumpy and uneven. The approach was abandoned in 1940. When liposuction was developed in the 1970s, some doctors took the liposuctioned fat and injected it into the breasts. More success was achieved with this method, but it still had some limitations.

The latest approach is to mix a woman's fat with her stem cells before injecting it into the breast. Although the results may be longer-lasting, the amount of enlargement is somewhat modest. The technique is also useful for repairing small areas with defects after breast cancer surgery.

I HAD NO IDEA . . .

When staff members Pat Smith, Eileen Ricciutti, Nan McCarthy, Sharon Sisle and Gerry Gorgol joined my team, working in a cosmetic breast surgery practice was new for all of them. We asked them what surprised them and what they have learned on the job. Here's what they said:

Pat, *Accounting Coordinator*

Before I started to work here, I had seen very few breasts. I didn't have any sisters. We didn't get undressed in front of each other in gym class; we didn't talk about our breasts or look at each other's. I think this is the case for most women.

I never knew that girls had concerns – that one breast might be smaller than the other, or that one might point down and the other up. I didn't know why women would get breast implants; I thought it might be a fad. Now I understand.

Nan, *Patient Coordinator*

When I started my job, I had the misconception that only strippers and celebrities got breast implants. I wondered: How busy could the office be? How many women would get this done? You'd be surprised. I take it all back. I had no idea that regular women had cosmetic breast surgery. I was shocked by what I saw when women came in for an appointment and took off their bras. Many women didn't have much of anything there.

I love my job. When women call for appointments, they tell me how they feel about their breasts. They have similar feelings, but each woman expresses it in a different way. They try to give me a good reason why they want breast surgery. I get it. We all do.

Gerry, Patient Facilitator

I didn't know anyone who had cosmetic breast surgery, and I was actually shocked when I saw that some women have a small A cup on one side and a B or C cup on the other. I didn't know that existed.

I really enjoy being in the room when Dr. Eisenberg meets with and examines patients. Everyone has a different story and a different outlook; their reactions to what he tells them are so interesting. It's been a great learning experience.

Sharon, Facility Coordinator and Patient Facilitator

I thought I knew who got breast implants, so I was really surprised when I met the women who were coming in for surgery. These women are like me; they could be my daughters or my friends. And when I am in the exam room and see what women live with, I wonder why insurance doesn't pay for cosmetic breast surgery.

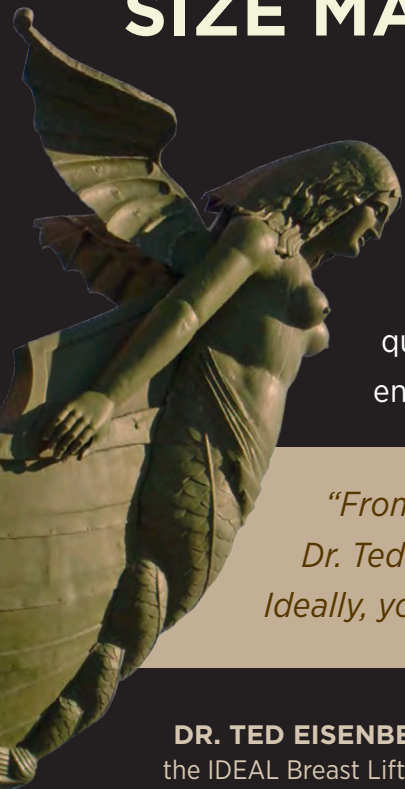
In the office, I'm responsible for the before-and-after photo books and for printing out everyone's pictures. When I see the photos, I see what a difference surgery can make. The results are amazing. It is truly life-changing.

Eileen, Financial and Surgical Coordinator

I thought that only dancers and women who wanted new boyfriends or husbands got breast implants, but I quickly discovered that this is not the case at all. Women tell me that their partners love them exactly how they are, and they are having surgery to make themselves look and feel better. That's their motivation. I see how happy women are after surgery and how great they look in their clothes. It gives them a big boost.

I never had such intimate conversations with people until I came to work here. When women discover they can talk to us about their breasts, they lighten up and loosen up. It's like talking to a girlfriend. Before they hang up, they often say, "I feel as if I've known you forever; I can't wait to meet you."

SIZE MATTERS. . .



Whether you want to augment them, lift them, reduce them, or embrace them just the way they are, you'll get the inside scoop in this educational and entertaining guide to cosmetic breast surgery. Dr. Ted Eisenberg answers hundreds of patient questions to bust the myths about breast implants; by book's end, you'll consider him your BBF – **Bosom Buddy Forever**.

"From his masterful literary prowess to his exemplary surgical skills, Dr. Ted and The Scoop on Breasts both belong on a mighty fine rack. Ideally, yours." – Ruth Weisberg, media personality

DR. TED EISENBERG, a Philadelphia plastic and reconstructive surgeon and creator of the IDEAL Breast Lift™, has performed more than 5,000 breast augmentations. He holds the Guinness World Record for the most breast augmentations performed in a lifetime.

JOYCE KIRSCHNER EISENBERG is an award-winning author and columnist who has given her readers the inside scoop on topics ranging from parenting and Paris to bagels and breasts.

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