



PLASTIC
SURGERY

HELPING YOU FEEL MORE LIKE YOU!

In the current era of high beauty and fitness standards, more women are seeking cosmetic procedures to enhance their appearance. With the increasing array of cosmetic treatments available, it can be incredibly confusing to understand the purpose and benefits of each procedure - let alone decide which one is right for you!

Our leading expert Consultant Plastic, Reconstructive and Aesthetic Surgeon, Mr Hyder Ridha, runs a successful private practice in Hertfordshire and is here to answer your questions and tell us about the most popular aesthetic procedures as well as the latest developments in the field of aesthetic surgery.



CAN I REDUCE THE SIZE OF MY BREASTS AND ALSO IMPROVE THEIR APPEARANCE?

Excessively large breasts that are out of proportion to ones' overall figure can cause embarrassment as well as discomfort in the form of back, neck and shoulder pain. This can have a severe impact on a persons' quality of life and limit their ability to exercise. Breast reduction surgery remains one of the most popular aesthetic procedures worldwide as it achieves two important outcomes. Firstly, and most importantly it alleviates the pain experienced and thereby restores ones' ability to exercise freely. Secondly, the reduced breasts are reshaped and lifted creating perter and more youthful breasts that are in proportion to the rest of the body.



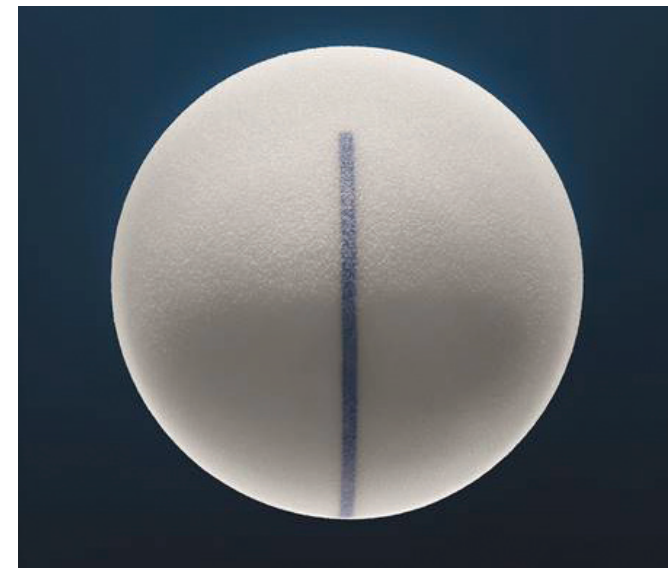
HOW CAN I REMOVE THE LOOSE HANGING SKIN FROM MY TUMMY AND IMPROVE MY SILHOUETTE?

Women with excess sagging skin in the abdomen following pregnancy and/or weight loss may feel self conscious, especially when there are stretch marks affecting the area. This redundant skin can also cause difficulty with fitting of clothes and unfortunately doesn't shrink away with diet and exercise.

An abdominoplasty, also known as a 'tummy tuck', addresses this problem whilst simultaneously allowing correction of separated abdominal muscles which commonly occurs with pregnancy. The excess skin is removed leaving a flat well contoured and shaped abdomen.

This procedure is often combined with liposuction allowing high definition liposculpture of the skin and fat. This results in a more athletic look which is gaining popularity.

An abdominoplasty can also be performed with a breast lift. Popularly known as a 'mummy makeover', the breasts and abdomen which are often affected by pregnancy are addressed in one procedure.



WHAT'S NEW IN BREAST AUGMENTATION SURGERY?

Breast augmentation remains the most popular cosmetic procedure in the UK and worldwide. Not only has the desired shape and look changed throughout the years but so has the surgical planning and technique.

A natural augmentation is the goal in terms of the final outcome. When planning, a ladies breast -base dimensions are measured and an assessment of the amount of natural breast tissue already available is made. This not only allows appropriate implant selection but also considers the need for breast fat grafting. This technique, known as 'composite breast augmentation', allows restoration of the important soft tissue to implant ratio, resulting in a natural look and feel. The fat used, is harvested from areas where there is excess fat. Patients are often pleased to hear that this technique has the additional benefit of allowing us to address fatty areas that have been stubborn or resistant to weight loss.

Another important development is in the technology and science of the implants themselves. The latest implants developed, known as B-Lite implants, are up to 30% lighter, which reduces the effect of gravity over time giving a longer lasting aesthetic result. The consistency of the gel is more form stable resulting in minimal implant rippling, thus reducing the need of implant placement under the muscle. These benefits are particularly important in active or sports women as the implants are lighter and avoids disruption of the chest muscles. This also translates to less postoperative pain, quicker recovery and a faster return to daily and sporting activities.

WHAT CAN I DO TO CORRECT MY JOWLS AND SAGGING NECK LINE?

With age we lose the elasticity and tone in our facial skin and underlying muscles, resulting in sagging of the skin and fat, loss of our jaw and neckline and deepening of our facial folds.

A facelift addresses these changes by restoring volume in the cheeks and recreating the normal jaw and neck line. The underlying facial muscle layer, known as the SMAS, is tightened and lifted to restore the volume and facial contour. Any excess skin is removed, leaving a refreshed and rejuvenated yet natural look.



WHAT PROCEDURE CAN IMPROVE THE APPEARANCE OF MY EYES?

Our eyes are considered the windows to our soul. Excess skin, especially in the upper lid, create a tired and aged appearance which doesn't necessarily reflect our emotional state. The excess skin can cause functional problems, such as difficulty applying eye makeup - sometimes even resulting in smudging and smearing. In more severe cases, the excess skin extends beyond the lid margin obstructing the field of vision.

A blepharoplasty is a powerful rejuvenating procedure that can revitalise and refresh ones look. Performed under local anaesthetic the excess skin and any excess fat is removed restoring a more youthful appearance and a more open eye.



MEET THE EXPERT

Mr Hyder Ridha MB BS, BSc (Hons), FRCS (Plast) is a Consultant Plastic, Reconstructive and Aesthetic Surgeon who specialises in facial, breast and body contouring surgery. He has a Private and NHS practice based in Hertfordshire. He's a full member of the British Association of Aesthetic Plastic Surgeons (BAAPS), British Association of Plastic, Reconstructive and Aesthetic Surgeons (BAPRAS) and the International Society of Plastic Surgery (ISAPS).

Mr Ridha strongly believes that plastic surgery should rejuvenate and create aesthetic harmony. He aims to achieve a natural and fresh look and tailors his care to each patient.

To arrange a consultation, read patient testimonials or for further information:

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