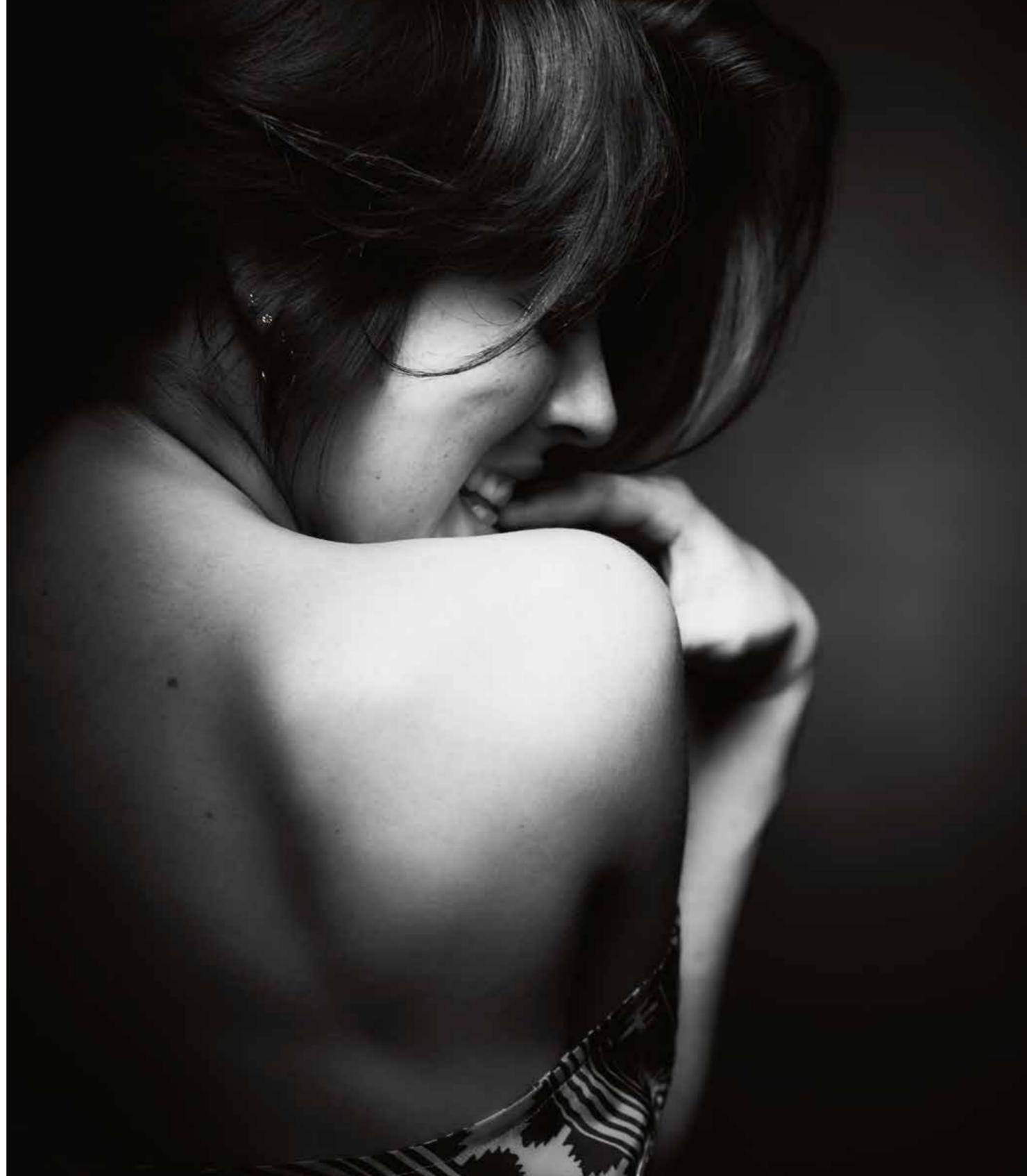


Boob jobs that look and feel natural too



Breast augmentation remains the most popular cosmetic procedure performed in the UK. The desired shape and size of augmentations has changed throughout the years with women now opting for breasts with a more natural and subtle look.

According to consultant plastic surgeon Mr Hyder Ridha, "Patients are now able to have their breasts enlarged without sacrificing a natural appearance or feel to them."

Mr Ridha, an expert in the field of plastic and aesthetic surgery, runs successful private practices in both London and Hertfordshire. He says: "Although selecting implants according to chest and breast dimensions, and using shaped implants — also known as anatomical implants — help to create a natural look, they may not necessarily feel natural when the surgery has been completed."

Mr Ridha adds: "Composite breast augmentation (CBA) is the latest in breast enlargement techniques; it allows surgeons to achieve the combined goal of a natural looking and feeling breast with minimal scarring — providing the best result for patients." CBA can be performed as a day-case procedure under general anaesthetic, and takes approximately 90 minutes to complete.

This advanced technique combines an implant to augment the volume and the patient's own fat to give a more natural look and feel to the breast. Mr Ridha says: "Many women wish to opt for a subtle change, but they still desire youthful, symmetrical and full breasts while maintaining a contoured and proportioned silhouette."

The ideal breast for every woman is subjective and so the implant utilised must be tailored to the individual, based on their own goals and expectations. Implants vary in their shape, size and content. The implant profile will determine how the breasts will project from the chest wall. Generally, the different types of implant profiles are low, medium and high. A low-profile implant is the 'flattest' implant, and will give the breasts a less projected and more natural look. A medium-profile implant will give a more projected appearance. Finally, a high-profile breast implant will give the

breast the maximum projection and is more suitable for women wanting a fuller look.

A breast augmentation expert will use their knowledge and cosmetic artistry to recommend the perfect implant that's best suited for the patient. Factors such as breast width, body shape, size and the desired look are factored in when recommending the right implant to fit each unique individual.

Fat transfer, also known as lipofilling or fat grafting, involves harvesting fat from areas where there's excess, such as the abdomen, hips, thighs or buttocks. In a similar way to liposuction, the fat is removed, but at a lower pressure to prevent damage to the important adipocytes (fat cells) and adipose-derived stromal cells (stem cells). The fat can then be re-injected around the implant producing a customised augmentation.

Mr Ridha adds: "One can sculpt the breast to give a natural look as well as a natural feel, since the implant isn't as palpable through this additional layer of tissue. This technique

preserves the all-important soft tissue to implant ratio. The higher the proportion of soft tissue relative to the implant in making up the volume of the breasts, the more natural the augmentation will appear."

The extra layer of transferred fat has other advantages, including covering the implant edges thereby making them less palpable, and also concealing the appearance of any rippling of the implant. Surgeons can more frequently opt to place implants in a subglandular position rather than a submuscular one, thereby avoid disrupting the muscle.

"Women who are nervous about having larger implants to achieve their desired look are delighted when they realise they can have the shape of breast they want purely by using their own body fat — especially when it involves using the fat that's been difficult to shift through diet and exercise," says Mr Ridha. "This technique has been used in post-cancer reconstruction treatment, and over the years the technique has been refined and proven to be versatile, safe and reliable."

"More recently, the concept has been introduced into aesthetic breast surgery. The procedure is ideal for patients wanting to correct breast deformities or irregularities. This includes patients who've already undergone a breast augmentation, but wish



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Meet the expert

Mr Hyder Ridha MB BS, BSc (Hons), FRCS (Plast) is a plastic, reconstructive and aesthetic consultant. He specialises in facial and breast surgery, plus body contouring. He's a full member of the British Association of Plastic, Reconstructive and Aesthetic Surgeons (BAPRAS).

either to rectify or enhance the appearance of their existing implants to achieve more natural results."

To achieve the desired look, it's crucial for patients to seek an experienced and highly skilled certified plastic surgeon to perform the surgery. Mr Ridha explains: "All forms of surgery are associated with risks, and this includes composite breast augmentation. If considering such surgery, always seek a fully qualified plastic surgeon trained in both augmentation and fat transfer techniques."

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