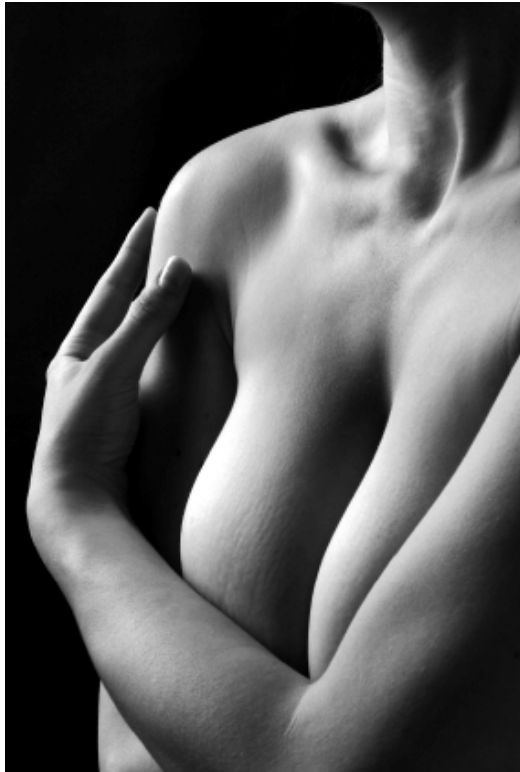




Perfect Image

A personal approach to cosmetic surgery
& laser treatment for women and men



BREAST AUGMENTATION INFORMATION BOOKLET

A patient information guide to Breast Augmentation

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1. INTRODUCTION

This booklet is provided to give you a comprehensive guide to Breast Augmentation and what to expect during the consultation stage and operation. At Perfect Image Consultants, we aim to provide the best possible care and highest quality of service to our clients.

1.1 About Breast Augmentation

Breast Augmentation is a surgical procedure to cosmetically enhance the size and shape of a woman's breast using implants. The methods of inserting and positioning your implant will depend on your preferences, anatomy and your surgeon's recommendation. However, the implant is normally inserted through an incision made in the natural crease beneath the breast. It is also possible to make the incision in the armpit or around the edge of the areola. The incisions are then closed by using fine, dissolving sutures which will also be taped for better support.

The surgeon will recommend a treatment specifically designed to meet your needs and wishes.

Questions you should ask about breast augmentation:

- ❖ What does the procedure entail?
- ❖ How is the breast shaped?
- ❖ Will I feel pain after the operation?
- ❖ Will there be a scar?
- ❖ How can I ensure a good recovery?
- ❖ Will people be able to tell?
- ❖ Should I discuss this with my G.P?
- ❖ What are the benefits and risks?
- ❖ How long is the manufacturers guarantee?

2. CONSULTATION PROCESS

The consultation process consists of an initial pre-consultation meeting, followed by a medical consultation before your operation, as well as a post-operative appointment following the procedure.

2.1 Pre-consultation meeting

The first time you come to Perfect Image Consultants, you will be given a full general examination and a haematological profile to see your suitability for Breast Augmentation under local/general anaesthesia. You will have time to clarify any doubts you have regarding the procedure. You will need to fill out the medical questionnaire and will be given the full information regarding the fee structure.

The initial consultation will be carried out with the consultant cosmetic surgeon, following which you will be given a minimum period of 14 days to evaluate and decide whether you would like to have the procedure, unless you have an urgent need to have the operation earlier. If you decide to proceed with the operation, we will book you in at a date convenient for you and the surgical team.

2.1 Medical consultation

This is the second consultation which you will have, if you decide to go ahead with the operation. Your surgeon will assess your medical and family history in depth and request any pre-operative tests which may be necessary. They will also evaluate your health and expectations, address any concerns and queries you may have, as well as providing you with operation details and associated risks of the Breast Augmentation procedure.

3. RISKS AND SIDE EFFECTS

It is important to recognise that there are associated risks and potential side effects with any operation, and certain risk factors may predispose you to side effects or increase the risk of complications.

3.1 Risk Factors

❖ **Smoking**

Smoking increases the risk of complications and slows down the healing process. Research has shown that a smoker has ten times more complications in surgery than a non-smoker.

❖ **Existing medical conditions**

If you suffer from an existing medical condition, it is imperative that you tell us during the medical history examination or before your operation, as not informing us of your condition can cause potentially serious consequences during your operation.

❖ **Allergies**

It is also important to mention any allergies you may have as any serious allergies to drugs can in extreme cases result in death. Although allergic reactions will be treated quickly by your anaesthetist, you must inform your surgeon and anaesthetist of any allergies or occurrences.

3.2 Associated Risks

❖ **Scars**

❖ **Keloid formation**

❖ **Haematoma**

❖ **Seroma**

❖ **Swelling and bruising**

❖ **Infection**

❖ **Pain**

❖ **Depression**

❖ **Itching, burning sensation**

3.2 Risks of General Anaesthesia

Anaesthetic risks involve both side effects and complications. Side effects usually occur as secondary effects of the drug or treatment, and are usually anticipated. Almost all treatments (including drugs) have side effects of some kind. The unpleasant side effects don't usually last long and usually wear off or can be treated.

Complications occur unexpectedly and are unwanted events during the operation, for example an allergic reaction to a drug. The following are common side effects following the operation:

- ❖ **Nausea**
- ❖ **Sore Throat**
- ❖ **Dizziness, blurred vision**
- ❖ **Shivering**
- ❖ **Headache**
- ❖ **Itching**
- ❖ **Aches and pain**
- ❖ **Bruising and soreness**

Uncommon side effects:

- ❖ **Bladder problems**
- ❖ **Slow breathing**
- ❖ **Chest infection**
- ❖ **Awareness**

Rare Risks:

- ❖ **Damage to eyes**
- ❖ **Serious drug allergy**
- ❖ **Nerve damage**
- ❖ **Death**

Although there are risks associated with the breast augmentation operation and anaesthesia, Perfect Image Consultant's group of experienced and highly knowledgeable surgeons, nurses and anaesthetists will ensure they minimise any chance of harmful events happening.

4. PREPARING FOR YOUR OPERATION

After you have booked your operation, it is important that you remember the following:

2 weeks before operation:

You must try and achieve a balance between your body and mind before the operation. You must eat healthily and do a reasonable amount of routine exercises. Avoid excessive alcohol intake and reduce smoking as much as you possibly can. If you could, also avoid taking blood thinning drugs like aspirin and unknown herbal medicines.

The day before the operation:

You need to follow the instructions of the anaesthetist with whom you will have a consultation at Perfect Image Consultants and avoid eating or drinking at least 6-8 hours prior to the start of the operation.

Should you develop flu-like symptoms or a cough or fever the day before the operation, please inform and discuss your problems with Perfect Image Consultants' doctor in charge or the anaesthetist.

4.1 Special considerations

Please take note of the following considerations before you arrange your operation:

- ❖ After Breast Augmentation you will probably need to recover for at least 10 to 14 days and so you will need two weeks leave if you are working.
- ❖ Please arrange appropriate transport services on the day of your operation, as under no circumstances can you drive yourself home after surgery.
- ❖ If you smoke, it is very important to refrain from smoking 4 weeks prior to surgery and for the 2 week post-operative period to improve the healing of the resultant scar.
- ❖ Immediately after surgery you should avoid lifting heavy object.

5. POST-OP CARE

After surgery, you will be required to wear a satisfactory bra to support the constructed breast. It is important that you wear the supporting bra until all the surgical wounds are healed properly and the sutures, if any, are taken out or dissolved. You are likely to experience pain and discomfort, but this should subside as the period of recovery continues.

Drink plenty of water in the first 24 hours following your operation to replace fluid lost during the procedure.

❖ Recovery

Occasionally bruising can occur, but this doesn't last longer than two weeks or so. The length of your recovery will depend greatly on the procedure but as the healing process begins, a more youthful appearance will begin to develop. When washing, take care around the surgical incisional area.

❖ Post-op appointments

This follow-up appointment is highly important and should be attended for wound management and splint removal. Failing to follow the guidelines and attend your appointments will adversely affect the outcome of your surgery and put your safety at risk. After the procedure, patients are asked to return on specified appointments at 10, 30 and 90 days after the operation or as required.

6. ADDITIONAL INFORMATION

The following section provides information about Perfect Image Consultants' policies regarding the procedures and patient care.

The consent form is designed to ensure that both you and your surgeon are fully aware and have agreed to the procedure that has been planned and that you are aware of the associated risks and side effects of surgery.

6.1 Clinic policies

❖ **Complaints procedure**

If due to any reason, you are dissatisfied with any aspect of the treatment received, please be forthcoming to discuss your concerns with a member of our staff, who will be able to deal with your complaint. You have a right to expect a prompt, open, constructive and honest response including an explanation. You will be recommended to discuss this with our dedicated Complaints Officer, who will then provide you with the necessary details and a copy of the company complaints procedure.

❖ **Period of reflection**

Perfect Image Consultants recommended that you use the 14 day period to decide on your procedure following your consultation. However although we strongly recommend this, the choice will be at your discretion.

❖ **Refund Policy**

If you wish to cancel your procedure following your pre-operative consultation, the charge is fully refundable. However if you cancel your planned operation from a week prior to the procedure then you will incur a cancellation fee of 30% of the full operation cost.

❖ **Rescheduling Policy**

If you wish to reschedule 14 days or more before your operation, no extra charges will be incurred. However if you wish to reschedule 13 days or less before the operation, a rescheduling fee will be applied.

6.2 FAQ

What are the benefits of having Breast Augmentation?

Increasing your self confidence, due to better appearance, increased size and shape of your bust.

Am I a suitable candidate for the operation?

This will be discussed during your consultation with your surgeon.

How long will the results last?

This depends from person to person but the results usually last between 5 and 15 years.

Will I feel any pain after the operation?

You are likely to feel some discomfort following the operation; however this will subside as your recovery continues. Medication can be taken to deal with any pain or discomfort if you wish to.

How soon after my operation can I continue with normal daily activities?

Recovery usually takes between 10 and 14 days although this varies from person to person. You should avoid strenuous activity for 4-6 weeks. If you abide by the advice given regarding post-operative recovery, this will maximise your chance of a quick recovery.

6.3 Personal checklist

This is designed as a checklist for you to ensure you are confident you have satisfied all areas of information regarding your operation and the treatment. Please tick the boxes you feel confident you have received sufficient information about, and any outstanding enquiries with your surgeon.

Pre-operative:

Tick box

Surgeon's experience in performing this procedure

Are they included on the Specialist GMC Register?

Smoking

Anaesthesia and side effects

Medical History:

Past illnesses/ operations

Drugs/ current medication

Post-operative risks:

Bruising / pain / swelling / infection / depression

Follow-up appointments:

Regular appointments after operation

7. TERMS AND CONDITIONS

The Terms and Conditions of this patient contract apply to all services and procedures undertaken by Perfect Image Consultants. Please note that the Terms and Conditions of this contract will take precedence over any other written or verbal information given to the patient by any other source.

Terms of Business Agreement

The purpose of this document is to disclose our status and set out the basis of the agreement under which we conduct our business and offer our services to you. Please read these terms and conditions carefully under which we undertake treatment for you. Please contact us immediately if there is anything in these terms and conditions which you do not understand or with which you disagree.

1. Interpretation

- 1.1. **Patient.** Where we refer to the patient we mean any person who has discussed or has had a consultation with Perfect Image Consultants Ltd., or entered into a contract for a surgical or non-surgical procedure.
- 1.2. **Patient information.** This is the information supplied by Perfect Image Consultants Ltd. both in the form of either a brochure or a letter.
- 1.3. **Procedure.** The procedure to be carried by a surgeon or a therapist, who is engaged under a contract of services by Perfect Image Consultants.
- 1.4. **Surgeon.** A Fellow of the Royal College of Surgeons or having similar qualifications, registered with the General Medical Council (GMC) whose name appears in the Specialist Register.

2. Care Quality Commission

We are registered with and inspected and regulated by the Care Quality Commission (CQC). The registered number is 1-104974195. The role of the CQC is to ensure all healthcare establishments are registered under the Care Standards Act (2000) and are compliant with the Private and Voluntary Healthcare National Minimum Standards. The Commission undertakes at least one full inspection of the practice per year, following which a full report of their findings is published. If you would like to obtain a copy of the report, please contact the CQC and view their website at: www.carequalitycommission.org.uk

3. Our Services

Our services include taking note of your cosmetic surgical or aesthetic medical requirements and advising you accordingly. Patients coming to Perfect Image Consultants will normally be self-referred.

Appointments are booked in advance, via telephone, fax or email. Occasionally an appointment may have to be postponed at short notice, due to an emergency in which case a further appointment will be arranged as soon as possible.

Consultations are provided both pre and post procedure. During the initial consultation, patients are provided with detailed information regarding the proposed procedure. This includes all associated costs such as consultation fees, surgery, hospital stay if need be and post surgery care. We will provide you with an individualised contract describing the terms and conditions of payment for all fees. None of the surgical procedures will be booked in, until all payments have been received.

Perfect Image Consultants will provide inclusive cost of the procedure, all follow up appointments as are deemed necessary by the surgeon or the therapist.

All our surgeons and anaesthetists who work with Perfect Image Consultants are self-employed and have appropriate medical defence union or medical protection society insurance, and are obliged to maintain

full private practice indemnity with a suitable insurance body. Perfect Image Consultants is not liable for any negligence from self-employed surgeons, anaesthetists or therapists.

In the case of breast augmentation, there is a manufacturer guarantee to cover the implant and we refer to the separate contracts in this regard. For breast augmentation we have a free 2-year after care service following the procedure. This does not include accidental rupture, displacement of the implant due to excessive exercise and encapsulation. If there is a conflict arising after surgical procedure, we will be guided by the surgeon who will ultimately decide whether any further surgical procedures will be necessary.

4. Confidentiality

4.1. The information you provide and your personal details are completely confidential and we act under the guidance of the Data Protection Act 1998. Under this Act, you have the right to see personal information we hold about you in your records.

4.2. Perfect Image Consultants and the patient agree that all matters relating to the patient's treatment will be kept confidential unless Perfect Image is required to disclose such material to relevant staff members, surgeons, anaesthetists and/or government authorities.

5. Complaints

The complaints procedure referred to in the patient guide is incorporated in these terms and conditions.

6. Your Obligations

It is important that you understand any information provided by you is your responsibility and is full and accurate. All material information you provide will influence the surgeon to decide whether he is happy to undertake a surgical or non-surgical intervention on you. It is solely the surgeon's responsibility to either undertake or refuse any surgical procedure, according to his judgement.

7. Jurisdiction

The laws of England and Wales shall apply to this contract and the Courts of England and Wales shall have exclusive jurisdiction.

This booklet is a guide to those interested in cosmetic surgery. As this information is of a general nature, it should not be considered as a substitute for a consultation with a qualified cosmetic surgeon.