



breasts

AGE-OLD QUESTIONS

WHEN IS THE BEST TIME TO UNDERGO A BREAST AUGMENTATION? WE SPEAK TO SYDNEY PLASTIC AND COSMETIC SURGEON **DR BENJAMIN NORRIS** TO FIND OUT. JESSICA RULE REPORTS.

Dr Benjamin Norris says the age of his patients often dictates the results they wish to achieve with an augmentation, which he calls a maturity-based decision. 'There is often a marked difference between the goals of a 20-something and a woman in her mid-to-late 30s,' he explains. 'Where a woman in her 20s usually wants to go larger, women in the 30s brackets often say they want to look like themselves when they were younger.'

A large portion of his client profile are women in their 30s who seek to recapture their youthful physique following motherhood. 'The word they use is "rejuvenate",' he says. 'They tell me they're wishing for a return to their body prior to children, or even when they first met their partner.'

According to Dr Norris, these women tend to come to him seeking a natural-looking augmentation that it is not immediately obvious. 'Most women want their close friends and family to notice they appear more in proportion, but they don't want to scream "boob job" to the stranger as they walk down the street,' he says.

Therefore Dr Norris says a good surgeon needs to be more than technically skilled; they need to be a good listener and communicator to gauge just what the individual patient's goal are with the procedure.

'A patient usually arrives at the consultation with her own ideas to contribute, although it's the responsibility of a good surgeon to gauge exactly what these are in detail,' he explains. 'My job is to extract that information through effective communication and listening to both the verbal and non-verbal cues the patient projects.'

'Most of my patients are extremely well-informed about the breast augmentation process because they have read up on it in magazines and on the internet,' continues Dr Norris. 'It's the surgeon's role to ensure these patients have understood this information correctly and not misinterpreted it, however these resources can be beneficial to surgeon and patient communication. Together they can look at different websites and the surgeon can gauge what the patient's perception of "natural" is.'

'I believe the best way to achieve a natural-looking augmentation is for the surgeon to find a balance between the patient's goals and desires and their natural breast tissue. This includes selecting the right implant to be used and the placement of that implant,' says Dr Norris.

The 'natural' look also takes into consideration the proportions. 'Most patients want to be proportional,' he says. 'They want their breasts to match their shoulders and their hips.'

He conducts a range of measurements to assess which implant is best suited to each individual patient. 'This allows me to choose the largest implant that is suitable for that patient, beyond which they will look unnatural,' he says.

There is a large variety of implants available today so it is virtually impossible not to find a suitable implant. 'The

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result the patient wants determines not only the course of the consultation but also which type of implant to use, the placement of the implant and the post-operative care.

Dr Norris says breast ideals are subjective. 'A beautiful breast means different things to different people. It's not one uniform shape or size – each patient seeking breast augmentation has a unique view in her mind of what she wishes to achieve.'

Dr Norris says the surgeon will present all the possible options and inform the patient of what to expect both in the short and long terms following the procedure. 'It's through communication and understanding that we can get each individual woman the breasts she wishes for – when the time is right for her,' he says. **acsm**

PATIENT 1



BEFORE



AFTER breast augmentation by Dr Norris



BEFORE



AFTER breast augmentation by Dr Norris

PATIENT 2



BEFORE



AFTER breast augmentation by Dr Norris



breasts

PATIENT 2



BEFORE



AFTER breast augmentation by Dr Norris

PATIENT 4



BEFORE



AFTER breast augmentation by Dr Norris

PATIENT 3



BEFORE



AFTER breast augmentation by Dr Norris



BEFORE



AFTER breast augmentation by Dr Norris

PATIENT 5



BEFORE



AFTER breast augmentation by Dr Norris



BEFORE



AFTER breast augmentation by Dr Norris