

breast augmentation



A photograph of a woman in profile, facing right, with her hand resting on her head. The image is overlaid with a light blue, semi-transparent filter. The text 'breast augmentation' is written vertically in a light blue, sans-serif font on the left side of the image.

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Why you should choose Birkdale

Experience & Expertise

At Birkdale we've delivered in excess of 150,000 highly specialised surgical procedures & consultations to both the Private Sector & the NHS. Our expertise is recognised throughout the medical sector, and is the reason why people consistently pick Birkdale as their number 1 choice.

In the UK, the Healthcare Commission regulates all cosmetic surgery providers, but Birkdale is also an accredited provider of consulting & surgical expertise to both the Department of Health, and the NHS. Birkdale employs some of the finest, fully registered, cosmetic surgeons in the world.

Aftercare & Support

Birkdale offer a comprehensive 3-year aftercare program on all cosmetic surgery procedures. We also provide our patients with a 24-hour a day, 7 days a week medical response line, so we are always on call.

Safety & Assurance

Birkdale deliver their procedures through their own national network of private hospitals. Many Cosmetic Surgery companies can appear impressive, often meeting with you in lavish 'sales' consulting rooms, but once you book your procedure with them, you are often sent to a hospital that they have simply rented temporary

space in - to perform your procedure. Birkdale's own network of private hospitals boasts leading technology, and is staffed by a full compliment of specialist staff. By owning and managing our own hospitals we can ensure you receive the absolute highest standard of medical care available, and full support from our teams of dedicated professionals.

Our ethical policy: Birkdale will only undertake proven surgical procedures. Birkdale will not endorse or promote techniques that have not been tested or proven. Birkdale will not deliver ANY procedure that we feel could prove harmful to a patient or not in a patient's long-term interest. We go to great lengths to identify the best equipment and most effective techniques to deliver your procedure. Your safety and satisfaction is our primary concern.

0% Finance

Birkdale offers 0% Finance on all cosmetic surgery procedures (backed by the UK's largest finance house). This allows you the option to spread the cost of your procedure at no additional charge (subject to status, written details available on request).



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Welcome to Birkdale -

Our appearance shouldn't bind us, it should set us free

The desire to improve our appearance is completely natural. How we look can have a real impact on how we feel about ourselves; it can significantly raise or lower our self-confidence. The shape and appearance of our body can affect the choice of clothing we wear - or choose not to wear, even down to how self-conscious we feel walking on to the beach whilst on holiday.

At Birkdale, we aim to provide you with a carefree approach to your life, and your wardrobe. We want you to look and feel great.

Introduction

If you're considering increasing the size of your breasts through cosmetic surgery, then we should talk. We've developed this brochure for people like you, people who want to achieve a larger breast size, and would like to know more about what it entails.

First, let me explain that, no matter how much detail we include in this brochure, it is no comparison to the level of specific advice you can gain through a private consultation with a specialist cosmetic surgeon. This brochure is simply a guide, we would always advise you to take advantage of the opportunity to sit down with a specialist surgeon and discuss the size & shape of breast you would like to achieve through breast augmentation surgery, along with any associated benefits or risks.

About Breast Augmentation

It is extremely common for women to be dissatisfied with the size and shape of their breasts. Breast Augmentation (also known as Breast Enlargement, Augmentation Mammoplasty, Breast Implantation or simply a Boob Job) involves placing an artificial implant into the breast in order to increase the breast size and to produce a degree of lift where necessary.

Breast Augmentation is by far the most popular procedure requested by women.







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Why have Breast Augmentation?

Irrespective of anything you may have heard to the contrary, there are absolutely no medicines or exercises presently available to increase the size of the Breast either permanently, evenly, or safely.





The only accepted technique for increasing breast size is to insert an implant into a space created behind the patient's own breast. It is the size of this space (determined by your own anatomy), along with your own wishes, which determines the size of implant used.

About Modern Implants:

Modern implants have come a long way since their original inception. Modern implants are extremely safe, and you'll be surprised at how incredibly strong they are. You will be able to see, feel, and even try on our recommended implants during an initial consultation with us.

So what is silicone?

Silicones are man-made molecules (polymers) that are widely used in numerous skin and hair products; in processed food and food packaging; in most baby food; in many medicines, syringes and most other types of medical implants. Consequently, every day:-

-  We absorb silicone into our body through our skin
-  We ingest it in our food
-  We feed it to our children
-  We may even inject it directly into our bloodstream



Before



After



Before



After

The quality of the implant is very important. Rest assured, at Birkdale we will offer you a choice of the best implants available, developed by the worlds leading companies in the design and production of modern breast implants. We are so confident of our products that we offer a comprehensive 3-year aftercare program.

All breast implants come in a variety of sizes, usually expressed as a volume. For example, 60ml would be a

very small implant, where as 500ml would be a very large implant. It is probably fair to say that the great majority of women have implants in the range of 200ml to 300ml.

Implants also come in two basic shapes, either perfectly round or teardrop shaped. Some surgeons prefer one form over the other, whilst others will use different types depending on the patient's own characteristics. By and large, both give excellent results.

Cohesive Silicone Gel

Is by far the most popular type of implant, both with patients and surgeons alike. The silicone is in the form of a very thick cohesive gel. Most modern implants are produced with a textured silicone shell.

These implants have a very long history of reliability, with literally hundreds of thousands of women worldwide having had them in place for many years with no problems whatsoever. In addition, they are generally considered to be the most natural feeling implant. In recent years, more than 85% of ALL breast implants inserted in the UK have been silicone; 97% of which had textured shells.

Solid Cohesive Silicone Gel

In this silicone implant, the gel is made to an almost solid consistency. It is only available with a textured silicone shell. This extra firmness allows the implant to be manufactured with a 'tear-drop' shape. Some surgeons consider that this results in a more natural shape for some women. However, they can also be associated with a much firmer consistency or feel.



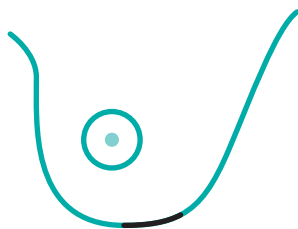
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How is Breast Augmentation usually performed?

Breast Augmentation is usually performed under general anaesthesia. However, a small number of surgeons prefer the use of local anaesthesia with sedation. Most patients stay in hospital overnight. If drains are not used, then the operation may be performed as a day case.

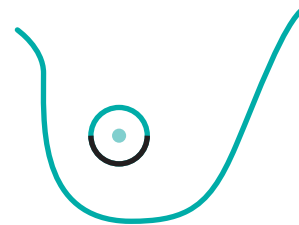
There are a number of means to insert a breast implant. First, there are three common types of incision. It is a matter of patient and surgeon preference as to which is used.

INFRAMAMMARY INCISION



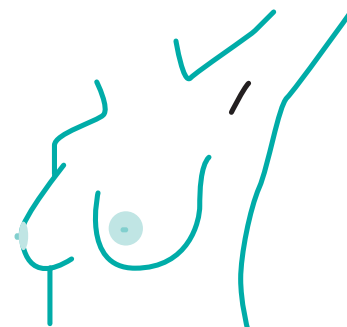
This is probably the most commonly employed incision. After healing, the scar tends to be well hidden under the new breast crease, although it will be more visible if the patient is lying down.

PERIAREOLAR INCISION



This incision is favoured by some surgeons. When it heals well, the scar is almost invisible. However, should the patient develop excessive scarring for any reason, then it will be particularly noticeable.

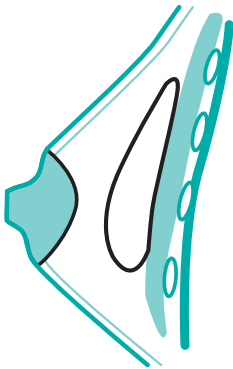
AXILLARY INCISION



A small number of surgeons favour inserting the implants via a small incision in the armpit. Clearly, the final wound will be generally well hidden. In these circumstances most surgeons would place the implant behind the pectoral muscle (Trans-Axillary Retropectoral Augmentation – TARPA)

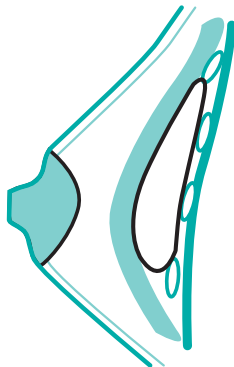
Having made the incision, the surgeon then creates a pocket into which the implant is inserted. Again, some surgeons favour one pocket over another. There are two types of pocket:-

SUBMAMMARY POCKET












In this case, the implant, outlined here in the black heavy line, is inserted into a pocket created between the breast tissue and the pectoral muscle on the chest wall. It is probably the most commonly used procedure.

SUBPECTORAL POCKET



In this case, the implant is placed into a pocket that the surgeon creates behind the pectoral muscle. Therefore, the implant lies between the muscle and the ribs.

-  The operation takes about an hour to perform
-  Following surgery, most patients wear a firm support bra for up to two weeks
-  The breasts will feel bruised, tender and swollen for a few days
-  Sutures are removed or trimmed after ten to fourteen days
-  Ice packs may be used to reduce the swelling and make the breasts feel more comfortable
-  Most patients take two weeks off work
-  No lifting during this first two weeks, and no heavy lifting for at least four weeks
-  Most women can resume normal activity within four to six weeks
-  As with all scars, they will slowly fade over six to twelve months. However, they never disappear



What next?

Initial Consultation:

The first step is to simply take advantage of a completely free initial consultation with one of our patient co-ordinators.

The initial consultation is designed to be warm and informative, and you are very welcome to bring a friend, partner, or relative along with you. Your patient co-ordinator will be able to answer many of the questions you may have, and will offer you objective advice or guidance. During this consultation you will have the chance to see and feel the various types of implants available to you, and even try them on to see which you feel most comfortable with.

The initial consultation is simply designed to give you more information (specific to you), and allow you to think more about what it is you would like to achieve through breast augmentation. It is also very valuable because it helps you to think of questions you may wish to ask your surgeon - should you decide to progress to the next stage. At no point are you under any obligation to progress any further - the patient co-ordinator is simply there to act as your guide.

Specialist Consultation:

Should you decide that you would like to progress further we would arrange for you to meet with a specialist cosmetic surgeon, where you will be able to discuss your procedure in-depth. The surgeon will fully explain the surgical options available, and which would be most suited to you. Your surgeon will also discuss your medical history, and any associated risks. Once again, you are under absolutely no obligation to take this consultation any further.

Your Procedure:

Should you decide that a procedure is right for you, your patient co-ordinator will arrange a date with you for your procedure. Your patient co-ordinator will support and guide you throughout the entire process, and will be your point of contact throughout your journey with us.

To arrange a free initial consultation,
simply call:

0500 44 22 22

or email:
cosmetic@birkdaleclinic.co.uk

It's your body, you choose.



0500 44 22 22 | www.birkdaleclinic.co.uk | cosmetic@birkdaleclinic.co.uk

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NORTHAMPTONSHIRE HOSPITAL

At Danetre Hospital | London Road | Daventry | Northampton | NN11 4DY

SHEFFIELD HOSPITAL

At Clifton Lane | Rotherham | S65 2AJ

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