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If you’re like most women considering breast augmentation, you probably have a lot of questions. You may have talked to friends, conducted online research, and maybe even scheduled a consultation—or two—with a board certified cosmetic surgeon.

We know how quickly the information and opinions can become overwhelming, so Dr. Jonov and the staff at The Gallery of Cosmetic Surgery have put this guide together as a resource for your information gathering process.

Having worked with hundreds of breast patients each year, and many of us having been patients ourselves—The Gallery Breast Care Team is uniquely positioned to address your questions, help you set expectations and inform you of the surgical process.

Your decision to seek breast surgery is an important and highly intimate one. We hope this guide becomes a valuable resource for you as you set out to achieve your personal appearance goals.
A woman in her 40's is just as likely to choose to have breast augmentation surgery as a woman in her 20's.

The average breast size in America is currently a 36C, although 15 years ago it was a 34B.

All women have one breast that is slightly larger than the other and many can have one breast slightly lower than the other.

In the early days of surgical breast augmentation, surgeons used implants made from a number of peculiar ingredients—including ox cartilage, glass balls, polyester and ground rubber—with disastrous results.

Silicone implants have been around for over 5 decades. Today's silicone gel-filled breast implant designs have been rigorously tested to withstand more than 25 times the force of a normal mammogram.

Breast implants do not interfere with breast feeding.

A woman's areola can sometimes become enlarged as she ages. Breast lift surgery can reduce this effect, as well as provide a more youthful, uplifted breast profile.

Smokers will have saggier breasts than non-smokers, because the chemicals in cigarettes break down the body's elastin.

Statistically, breast augmentation is the most popular plastic surgery procedure performed in the United States.

Dr. Jonov has performed breast augmentations for women from 18 to 68 years old.

In the United States, over 330,000 women had breast augmentation or breast lift surgery last year alone!
Credentials and experience matter. Especially when it comes to your aesthetic breast surgeon. As you do your online research, here’s some things to ask:

- Is the surgeon board certified by either the American Academy of Cosmetic Surgery (AACS) or the American Society of Plastic Surgery (ASPS)? Board certification ensures that not only does your surgeon have advanced, specialized training, but also that they adhere to strict ethical codes, pursue continued education and perform surgeries only in accredited medical facilities.

- Have you read the surgeon’s online reviews for breast surgery?

- Have you reviewed the surgeon’s online Before & After Gallery for breast augmentation surgery? How many cases are there? Do you like what you see?

Dr. Jonov is Board Certified by the American Board of Cosmetic Surgery
Dr. Craig Jonov is a Diplomat of the American Board of Cosmetic Surgery (ABCS) and has been practicing cosmetic surgery in the Puget Sound for over 10 years.

Dr. Jonov is dedicated to the highest level of excellence in his practice, while continuing to be at the forefront of his specialty. He has been bestowed the invitation and honor from the American Board of Cosmetic Surgery, to sit as a board examiner and to be part of their physician and leadership education committee.

SAYS DR. JONOV ABOUT HIS PHILOSOPHY AS A SURGEON:

“We believe listening to the goals and feelings of each patient is critical. Our purpose is to deliver honest evaluations and guidance, empowering our patients to make informed decisions. The quality of trust between surgeon and patient cannot be over-emphasized. At the gallery of cosmetic surgery, we recognize that patients have a choice; we are committed to delivering the highest standard of patient care and safety through meticulous attention to detail. We employ the best surgical techniques as well as non-surgical alternatives to achieve life-changing results.”
CRAIG R. JONOV, MD, DMD

MEDICAL EXPERIENCE:

Fellowship:
General Cosmetic Surgery, The Gallery of Cosmetic Surgery

Fellowship:
Facial Cosmetic Surgery, Institute of Facial Surgery

Residency:
General & Maxillofacial Surgery, Allegheny General Hospital

Medical Education / Post-Graduate:
Medical College of Pennsylvania, Philadelphia, Pennsylvania

Medical Education / Undergraduate:
University of Pittsburgh Dental Medicine

CERTIFICATION AND LICENSURE:
Board Certified:
American Board of Cosmetic Surgery
American Board of Maxillofacial Surgeons

Physician & Surgeon: State of Washington

PROFESSIONAL ASSOCIATIONS:
American Academy of Cosmetic Surgery
American Board of Cosmetic Surgery
American Society of Liposuction Surgery
American Society of Cosmetic Breast Surgery
American Board of Oral Maxillofacial Surgery
American Medical Association

THE DR. JONOV DIFFERENCE:
Natural-looking results.
Options to meet your needs.
Personalized care.
At The Gallery of Cosmetic Surgery, we like to tell our patients to think more about proportion and shape versus cup size. When a patient says to us, “I’d like to be a C-cup,” what we translate this to mean is: She would like her breasts to fit the rest of her body. Cup size is an extremely subjective measurement for patients seeking breast augmentation. No two individuals are the same, nor are two breasts on the same body even the same! Before a final size can be determined, we must consider things like the quality, thickness and laxity of the existing tissue, as well as the patients’ skeletal and muscular structure and overall anatomy.

These factors contribute to the fact that everyone wears bras very differently. In addition, manufacturers sizes differ widely. So when you think about your new size, think more in terms of proportion and shape instead. **And very important: Do not pick your size based on what your friend might have. The same size implant will look different on you!**

At The Gallery of Cosmetic Surgery, we carefully select implant size based on dimensions—not volume. The dimension of your implant should match the dimension of your breast. We can help you visualize the perfect size with several techniques and tools.
TOUCH MD FOR BREAST AUGMENTATION
At The Gallery of Cosmetic Surgery, we’ve invested heavily in technology to help patients understand procedures, techniques and projected outcomes. One of the tools we use for breast augmentation patients is TouchMD™.

Using the TouchMD digital environment, Dr. Jonov and patients can review “Before” photos. Dr. Jonov can draw directly on the screen to demonstrate various attributes of the planned procedure, including incision sites, desired fullness, silhouette, and projected result outlines. From this environment, patients can also view other “Before and After” results for cases similar to theirs.
Women who are unhappy with the appearance of their breasts due to sagging often consider breast lift surgery. Breast sagging is a part of the natural aging process and can occur with pregnancy, breast feeding or significant weight loss.

Breast lift surgery involves the removal of excess skin and restructuring of the breast tissue. Implants can be used in conjunction with lift surgery to restore fullness in the upper breast.

In some women, breast lift surgery involves only a small incision around the nipple area. Others, who have large amounts of excess skin will need to have larger incisions. The type of procedure that’s right for you should be discussed in your consultation.

**OUR SIMPLE “LIFT TEST”:**
Stand in front of a mirror and look at the location of your nipples in relationship to the crease beneath your breasts. If your nipples are lower than your breast crease BEFORE surgery, adding implants—without ALSO removing excess skin through a breast lift—would just make your breasts sag more. In this case, you will probably want to undergo a breast lift in addition to breast augmentation.

**WHAT’S STRATTICE?**
Dr. Jonov often uses Strattice Tissue Matrix during breast augmentation/lift surgery for a more desirable surgical outcome when a patient’s existing breast tissue is weak or inadequate. Strattice Tissue Matrix allows the surgeon to support and position the breasts in the desired location.
It is quite common for a woman’s breast to be slightly different in size, a condition called asymmetry. Breast asymmetry is defined as a difference of form, position or volume of the breast, and it affects more than half of all women! In fact, one study of 100 women seeking breast augmentation surgery found that 88 percent had natural asymmetries.

No one really knows what causes breasts to develop differently from one another, but possible contributors could include hormonal changes, traumatic injuries or more rarely, underlying medical or skeletal conditions.

Generally speaking, slight differences in breast size and shape are of no concern. If the differences are greater than one cup size, however, asymmetry may cause some psychological distress.

Breast enhancement procedures can help women with minor asymmetry, significant size imbalance, or even severe breast asymmetry. Options include:

- Asymmetric augmentation – insertion of two different-size implants to balance the breasts
- A one-sided lift or a combination of breast lift and breast augmentation
- A breast reduction to re-size the larger breast

Procedures of these types can correct asymmetry concerns, create a more natural appearance and improve overall self-confidence.
BREAST IMPLANTS TODAY:

Like many other medical devices on the market today, saline and silicone gel-filled breast implants have evolved substantially over the last two decades. Today’s breast implants are among the most tested medical devices in the world—featuring advanced technology and enhanced safety profiles—thanks to refinements in product design and manufacturing.

BREAST IMPLANT FACTS:

SILICONE IMPLANTS:
• Silicone gel-filled breast implants have experienced acceptance for more than 25 years in over 60 countries
• They were approved by the Food and Drug Administration (FDA) for use in the US in November 2006
• A gel-filled breast implant has an elastic silicone rubber shell and is filled with cohesive silicone gel
• Silicone gel-filled breast implants have met one of the most rigorous safety standards of all medical devices

SALINE IMPLANTS:
• Saline-filled breast implants were approved by the FDA in May 2000
• A saline-filled breast implant has an elastic silicone rubber shell and is filled with sterile saline (saltwater)
SALINE VS. SILICONE OPTIONS:

SALINE IMPLANT | PROS:
• Requires a slightly smaller incision and scar
• Less expensive than silicone
• Deflation is easier to detect

SALINE IMPLANT | CONS:
• Can look and feel less natural due to firmness
• Since they are heavier, rippling can occur more often
• Anatomical shaped implants not available in saline

SILICONE IMPLANT | PROS:
• Softer and lighter with a more natural feel
• Slightly lower deflation rate
• Do not cause undesired “rippling” effects

SILICONE IMPLANT | CONS:
• Rupture detection more difficult
• More expensive
• Must be over the age of 22

SHAPE AND PROFILE OPTIONS

Patients can choose from a variety of implant shapes and profiles to yield different results.

SHAPE:
Generally speaking, round implants are used more commonly. They are more symmetric, natural looking and more stable (less likely to lose orientation). Shaped implants can be used to provide a more natural breast shape when the breast lacks an anatomic (tear drop) profile.

PROFILE:
Profile relates to the projection of the implant in relationship to its diameter. In general, it is usually best to pick a moderate profile for the selected implant style to yield the most natural result.

NOTE: Dr. Jonov uses the Keller Funnel for insertion of silicone implants, making the incision length almost the same as saline. See page #17.
THE DIFFERENCE BETWEEN “COHESIVE” AND “HIGHLY COHESIVE” SILICONE GEL IMPLANTS

Often referred to as “gummy bear implants,” highly cohesive implants have captured the excitement of women from around the world who are interested in an implant with the potential to be softer, more natural, less obvious, and longer-lasting. Surgeons use the term “highly cohesive” to distinguish these implants from standard implants. In particular, “highly cohesive gel” refers to an implant filler that is thick enough to allow the implant to maintain its shape.
AN INTRODUCTION TO NATRELLE 410 SHAPED GEL IMPLANTS

Natrelle 410 Shaped Gel implants are the #1 selected shaped gel implant by surgeons in Europe and Canada. Very recently, they have become available in the United States.

Natrelle 410 implants are designed to follow the anatomic shape of woman’s natural breast. With years of demonstrated safety testing, the Natrelle 410 has shown positive benefits over the current cohesive gel implants on the market, including:

- Less rippling
- Lower rotation rates
- Lower incidence of capsular contraction

Dr. Jonov is a certified Natrelle 410 provider and is thrilled to offer this superior implant to patients who are candidates. To find out if Natrelle 410 Shaped Gel implants are right for you, schedule a consultation today!
INCISION OPTIONS FOR BREAST IMPLANT PLACEMENT

Your surgeon will explain your options for the various incision types used to place your breast implant. Breast tissue, body type, implant type and size need to be considered before you and your surgeon finalise a surgical plan. Here is a brief description of the most common incision choices available.

INFRAMAMMARY INCISION
An inframammary incision is placed in the fold beneath your breast. This location can accommodate every size and shape of implant, is well concealed, and is known for fast recovery times. An inframammary incision gives precise access to where your breast implant will rest after surgery.

PERIAREOLAR INCISION
The periareolar incision is performed on the border of the dark skin around your nipple. It is known to have fast recovery times, but can not accommodate every size and shape of implant.

TRANSAXILLARY INCISION
A transaxillary incision is well concealed in the armpit and more removed from the breast area, and therefore, is less noticeable. Recovery times are a bit longer and not all implant sizes and shapes can be accommodated.
THE KELLER FUNNEL AND WHY WE USE IT:
Dr. Jonov believes the Keller Funnel is the safest way to deliver a silicone gel implant into the patient’s surgical pocket.

The Keller Funnel provides a minimal or ‘no-touch’ technique that delivers excellent safety, recovery and aesthetic benefits to the patient, including:

- decreased surgery time
- reduced incision length
- less trauma to patient tissue
- reduction in the amount of skin contact and possible infection rates
- greater comfort post-surgery

Not every surgeon is trained to provide this technology. But it’s a benefit worth looking for when you are conducting research on the right surgeon for you.
FAQs for breast augmentation:

Question: Where and how will my surgery be performed?
Answer: Dr. Jonov will perform your breast enhancement surgery at The Gallery of Cosmetic Surgery. We have a fully accredited surgical suite within our practice. As we strive for excellence in patient care, we believe that this facility allows for a very safe and personalized experience. The Gallery of Cosmetic Surgery is located at: 3500 188th Street Southwest, Suite 670, Lynnwood, Washington, 98037.

Question: Can a mammogram rupture my implants?
Answer: Implants are designed to withstand 25 times the pressure of a standard mammogram! It would take a significant, traumatic impact to rupture an implant in the human body.

Question: Do I need to replace my implants every 10 years?
Answer: Most implants are guaranteed for life but are only under warranty for 10 years. You should visit your cosmetic surgeon in 10 years to discuss possible options. Implants are not expected to last a lifetime. As your body matures, things like weight gain/loss or gravity may affect the appearance of the breast and prompt revisional procedures such as a breast lift or implant size change to match a more mature body and lifestyle.
FAQs FOR BREAST AUGMENTATION (Cont.):

Question: Will I still be able to breastfeed?
Answer: In most cases, breast implants do not affect a woman’s ability to breastfeed. If you are concerned with your ability to breastfeed after surgery, discuss this with Dr. Jonov during your consultation.

Question: Do breast implants interfere with the detection of breast cancer?
Answer: No. When you are at the age to start annual mammograms, inform your mammographer that you have had breast implant surgery. Specialized views will be performed to evaluate the tissue properly. Submuscular placement of breast implants make visualization of your natural breast tissue easier to read than subglandular placement. During your initial consultation, let Dr. Jonov know if you have a family history of breast cancer, and if you’ve had a mammogram before.

Question: Are today’s silicone gel implants different from the gel implants used in the past?
Answer: Yes. Today’s silicone gel implants are fourth generation implants, and have come a long way since first being introduced in 1961. In the past, gel implants consisted of liquid silicone. Today, the silicone filler has the soft feel of a liquid but also has elastic properties, allowing it to bind to itself.

Question: Is it common to combine breast augmentation surgery with a tummy tuck?
Answer: A ‘Mommy Makeover’ combines correction of the breasts and body after the changes caused by pregnancy and childbirth. While some women choose to split the procedure into two surgeries, it is very common to have everything done at once, and it makes perfectly good sense. There is a definite cost savings and you have only one surgery to recover from. Just remember, as a ‘Mommy’ you are used to taking care of everybody else. Give yourself the luxury of healing and allow others to take care of you for a while.

If you have a question you don’t see answered here, please give us a call or schedule a consultation today.

425.775.3561

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At The Gallery of Cosmetic Surgery, we strive to ensure our patients are well prepared not only for their physical journey to the operating room—but also for their emotional one. Making sure you have exhausted all your questions and are feeling comfortable with every answer goes a long way toward being emotional “ready” and confident prior to surgery. Being about to discuss any issue with your doctor is therefore, a big part of identifying emotional concerns.

We find most women who have breast augmentation surgery are realistic about the surgery and their future outcome. Patients with a realistic outlook tend to have a better overall experience with the entire process. Patients seeking breast enhancement for their own personal reasons and not to fulfill someone else’s desires also leads to better emotional satisfaction. We do not recommend having breast augmentation immediately after a major life change, like divorce, or a death in the family.

Every patient will experience some degree of emotional stress after surgery. When patients are counseled properly to identify and recognize these stages, they are quicker to experience acceptance and excitement over their new body image and outcome.

During your breast enhancement consultation, it is important to ask your surgeon about preparing for surgery on an emotional level.
A well prepared patient typically has a quicker, easier and safer recovery. Here are some tips to ready yourself for implant surgery:

• Discontinue all medications that thin the blood 2 weeks prior to surgery (i.e., aspirin, Motrin, Advil, Alleve, etc.) and 2 days after surgery
• Arrange for transportation to and from the surgical facility. Arrange for a caregiver for at least 24 hours after surgery
• Fill your prescriptions in advance and bring them with you on surgery day
• Do not eat or drink any food or water after midnight on the night before surgery. Do not drink alcohol the day before your surgery
• Drink plenty of water, spritzed with fresh lemon, the day before your surgery
• Take a shower the night before surgery and the day of surgery using an anti-bacterial soap (ie: Hibiclens)
• Confirm the choices you and your doctor have made for your procedure, including implant size and type, incision choice, and location of implant
• Have ice bags or gel packs ready for your immediate at-home use
• Bring a sports bra with you on the day of your surgery
• Wear comfortable, loose fitting clothes that you do not have to pull over your head on the day of your surgery
• Do not wear make-up, deodorant, perfume, hair products, lotions or any jewelery on the day of your surgery
Dr. Jonov and your breast augmentation team at The Gallery are as vigilant post-surgery as they are leading up to your day of surgery. Our number one goal is to ensure a rapid and complication-free recovery for our breast patients. To that end, you will be thoroughly prepared with post-surgery instructions and guidelines during your pre-surgical consultation. Here are some highlights for you to consider:

**THE OTHER “BEFORE & AFTER:”**

Every patient experiences a slightly different recovery due to a number of factors ranging from the size and placement of implants to the individual’s tolerance to pain. Dr. Jonov and the breast team at The Gallery implement a number of measures to optimize every patient’s recovery, including the use of the Keller Funnel (see page 17), shortened surgery times to reduce trauma, and optimized sedation techniques. Following our guidelines leading up to surgery also greatly aid in a shorter recovery process.

Patients are recommended to follow post-surgery protocol including a combination of adequate pain control, arm-raising exercises, a proper rest/relaxation schedule and a healthy diet immediately after surgery. In addition, patients should careful adhere to incision site care instructions, wear compression garments, and attend all scheduled post-procedure followup appointments. As recovery progresses, compression massage techniques and moderate exercise are strongly encouraged.
NO EXERCISE DURING THE TWO WEEKS FOLLOWING SURGERY

2 WEEKS POST SURGERY:
Patients may begin moderate exercise, such as walking on a treadmill. It is recommended to keep your heart rate under 140 beats/minute.

6-8 WEEKS POST SURGERY:
Patients can typically begin wearing an approved sports bra 6-week post op. They may also slowly ease into their pre-surgical exercise routine over the course of following two weeks. When first getting back into your routine, start by using lighter weights and higher repetitions. You may slowly ease back into running, pilates, yoga, and aerobics at this time as well. Be sure to wear a supportive bra during your exercise. Refrain from kickboxing and other high impact activities until 8 weeks post surgery. Please note: It is our recommendation that you completely refrain from doing push-ups, bench presses or any exercise that isolates the chest muscles. Performing these exercises, over time, can shift the position of your implants, which may require revision surgery.

10 WEEKS POST SURGERY:
Patients should be able to resume their full pre-surgery exercise routine.

3 MONTHS POST SURGERY:
Patients can begin wearing an underwire bra. Be sure that your bra fits the contour of your new implants and does not cut into the implant.
RULES OF A GOOD FIT AFTER IMPLANTS:

• Bras with wide under-wires are great for moderate to moderate plus implants that tend to be wider at the base
• Bras that are narrower and allow for more forward projection are better for high or ultra high profile implants with smaller bases
• The bra band should be firm
• The under-wire should fully encase the breast
• The center should sit flat on your sternum
• The straps should not bear the majority of the support

SIGNS OF A BAD FIT:

• When the band rides up in the back; the band should be at the same level all the way around
• Any excess space between the cup and the nipple

One of the most anticipated events post surgery, is shopping for new bras! Patients often find they have to greatly adjust their previous size and style choices. Here are some tips to follow:

TIMING YOUR SHOPPING TRIP:
In most cases, patients with over-the-muscle implants can start shopping for bras somewhere between 4-6 weeks. Do not wear an under-wire bra until you are at least 8 weeks post op. If your implants have been placed under the muscle, it may take up to 6 months for your final result to be realized.
Paying for cosmetic surgery is easier than ever with the convenience of financing options like CareCredit® and MedicalFinance.com—both available at The Gallery of Cosmetic Surgery.

As North America’s leading patient payment program, CareCredit can offer flexible 24-60 month payment plans for your aesthetic breast procedures. You can begin your treatment immediately—as you pay for it over time in monthly installments that fit your budget.

With competitive interest rates and low monthly payments, you can use your card over and over for follow-up appointments or different procedures. You no longer have to put your aesthetic goals on hold until you save up enough money. Surgical financing empowers you to decide when the time is right for you.

*Use our payment calculator to see how affordable breast surgery can be*
One of the best ways to learn more about how breast augmentation surgery can impact your life, is to hear from actual patients who have undergone similar procedures. Patients can be a wealth of information, a source of inspiration and a great way to gain peace of mind with your decision to have surgery.

The Gallery of Cosmetic Surgery has plenty of happy patients who are thrilled to share stories about their experiences, as well as their final results. We’ve asked four of these patients to give their perspectives in this guide.

We’d like you to meet Pamela, Cindy, Chelsea and Tami. Each are at different stages in their personal lives, sought breast augmentation surgery for very different reasons, and had highly individualized surgical challenges. Yet each of these four women had very positive outcomes and have inspiring stories to share about their journey.

Please take a moment to meet them and watch the video testimonials on their breast augmentation results.

A very special thank you to Pamela, Cindy, Chelsea and Tami for their participation and willingness to share their stories. You are all beautiful!
Five months after breast augmentation surgery, Cindy feels happier, more confident, feminine and self-assured than ever before. An athlete all her life, Cindy first began researching breast augmentation about 18 months prior to her surgery. In Dr. Jonov, she found a surgeon who made her feel comfortable and secure—who had great reviews, strong credentials and a keen ear for listening.

“My entire life I’ve been athletic and slim. I wanted something little different. I wanted to be a bit more voluptuous, while still maintaining a natural and proportionate look. Today, I’m still thin and slender, but I have a few more curves and am not so flat as I used to be! Thanks Dr. Jonov, for being there every step of the way.”
Their motivations for seeking breast enhancement surgery were completely different. Chelsea, a mother of two, was looking to reclaim something she’d lost through childbirth. Tami, an avid cross-fit trainer, was hoping to keep part of her changing physique soft and curvy, while the rest of her body became more toned and firm. Together, they made the decision to put their trust in Dr. Jonov to help them achieve their individual goals. AND they did what friends do best—stick together!

“We call each other ‘Breastie Bestie’s.’ We decided to go through the whole experience together and take care of each other through the entire process.”
In her mid-40’s Pamela decided to embark on a journey to rejuvenate her body. After significant weight loss, Pamela’s jokes that her chest essentially ‘disappeared’. In Dr. Jonov and his staff, Pamela found the guidance she needed to plan a realistic vision for “adding back” more natural curves and credits Dr. Jonov’s artistry for the results she loves today. Pamela is thrilled to be able to shop at mainstream department stores now and purchase bras and clothing that actually “fit” without spending a small fortune.

“I’m more confident in what clothes and styles I can wear, and also just more confident in my mind. I think that’s the biggest factor of all. I’ve not looked back and I would recommend it to anybody who is considering it.”
Everything about your experience at The Gallery of Cosmetic Surgery has been designed with your ultimate convenience, safety, privacy and comfort in mind. From our great location adjacent to Alderwood Mall in Lynnwood, to our fully accredited surgical suite—patients can have surgery completed in a familiar environment with easy access and free, ample parking.
Our warm and caring staff are among the most experienced and exceptional in their respective fields. In addition, our investments in leading technology for procedures and patient experience set us far apart and allow us to make your visits highly personal and tailored to your individual needs.

If you are considering breast augmentation surgery, we invite you to schedule a complimentary consultation to meet with Dr. Jonov and staff to experience the “Gallery Difference.”

From the Seattle Space Needle and Pike Place Market, to a full day of exploring Mount Rainier, our staff recommends coming in a day or two before your procedure to enjoy all that Seattle has to offer. We invite you to take a look at some of our favorites while planning to trip to this outstanding city.