



and



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Jason B. Lichten,
M.D., FACS



We're excited to announce the opening of our Columbus office!

**5969 E. Broad Street, Suite 300A,
Columbus, OH 43213**

On the campus of Mt. Carmel East Hospital

Phone (614) 862-8008

Call to schedule your appointment and visit our new location.

Have the Breasts You've Always Dreamed About

Have you been thinking about getting breast implants? Now is the time to take action. Why? Two reasons:

- ♦ **Summer**—it's almost here, and there's nothing like a well-proportioned body to give you that extra boost of confidence wearing a bathing suit, tank top or other warm-weather clothing.
- ♦ The FDA recently approved the long-awaited **Allergan Natrelle 410 breast implants**. They're reputed to have a more natural look and feel than other implants. Thus the nickname "**gummy bear**" implants.

'Tis the Season to Prep for Summer!



Receive **\$300 off**
Breast Augmentation

*when surgery is scheduled
before July 31.*

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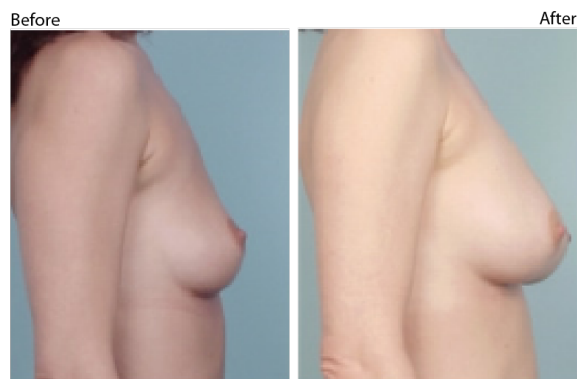
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The 410's silicone has 3% more cross-linking. It is thus more cohesive. It maintains its shape in all positions. The upper pole remains full even in the upright position and there is minimal rippling.

In addition, it has an **anatomic (tear-drop)** shape that was designed to mimic a woman's real curves. During the 7 years it was in development, the 410 had an impressive **96.5% patient satisfaction rate**.



Manufacturer photos

Special Training

Anyone offering the 410 to the public must complete special training in their use. I was among the first to complete the training. I'm certified to offer them for breast augmentation and reconstruction.



What Does This New Type of Implant Meant to You?

I am excited about the approval of the 410 implant because it means my patients have another option. I do not, however, think it means the end of the smooth round silicone implant we've been using for years.

I still think the smooth round implant gives a great and very natural result. Patients who have them and aren't having problems should not change them out.

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The best candidate for a 410 implant is a relatively thin woman without a lot of breast tissue who's looking for a softer transition at the top of the breast.

Who Qualifies for Breast Augmentation?

Ideal candidates are patients who:

- ♦ Are doing it for themselves.
- ♦ Have small breasts.
- ♦ Have extra skin with loss of breast volume.
- ♦ Are in good health.
- ♦ Do not have breast disease.

How It's Done

- ♦ Breast implants are inserted through small, inconspicuous incisions, most commonly under the breast fold and sometimes through the nipple.
- ♦ There are two choices of placement: under and over the pectoral muscle. I prefer under—it results in a more natural look with nicer cleavage, and is softer to the touch.

Before



After



My Patient

We'll go over all of this together during your consultation. You'll get the full range of choices and the solutions that suit you best.

Saline or Silicone?

♦ **Silicone implants**

Silicone implants are pre-filled with silicone gel that closely mimics the feel of human fat. Many women feel that silicone breast implants look and feel more like natural breast tissue.

As mentioned above, the new “gummy bear” silicone implants have a tear-drop shape, potentially softening the upper pole of the breast and may work better for women with less starting breast tissue.



They're available to women age 22 and older for breast augmentation.

♦ **Saline implants**

Saline implants consist of silicone shells filled with a saline solution. We add the saline solution at the time of surgery. This allows for a smaller incision than with silicone implants. It also enables me to create a customized volume to produce a higher degree of symmetry.

In the past, saline implants were criticized for feeling hard or unnatural, but improved surgical techniques—such as placing the implant behind the chest muscle and slightly overfilling it—have lessened these complaints.

They're available to women age 18 and older for breast augmentation.

Based on your body type, we may recommend one type of implant over another to insure you get optimal cosmetic results. Either type is safe, however.

Implant Size

What breast size do you want to be? Your new size will be judged by your body frame, rib cage proportions and of course your ideas and wishes. In my opinion, implants should fit your chest width. Implants that are too wide and extend under the arm look less natural.

To help you make this decision you may want to bring in photographs of women from magazines or lingerie catalogues that “click” for you. This will help me visualize the perfect breast, as interpreted by you.



The Surgery

- ◆ Outpatient procedure in a fully accredited operating room
- ◆ General anesthesia by a board certified anesthesiologist
- ◆ 1 to 2 hours in the operating room (usually 1)

Afterwards, you'll be bandaged and groggy, and will need a ride home. It's a good idea to have someone helping you the first few days post-op—especially if you have children at home! Arrange for a friend, relative or nurse to stay with you briefly.

Your breasts will be larger right away, but will decrease in size and drop in position as the swelling subsides.

The Recovery

During your pre-op consultation we'll go over all the details of the recovery period—compression garments, after-care, sleeping position, etc. We've thought of everything, so you'll be fully prepared mentally and physically by the time you arrive for surgery.



Everyone's recovery is slightly different but a rule-of-thumb dictates:

- ◆ 2-3 days resting with very little physical activity
- ◆ Gradual resumption of normal activity
- ◆ Light exercise after 10 to 14 days post-op
- ◆ No strenuous exercise or upper body lifting for 4 to 6 weeks.

Getting Back to Normal

I recommend wearing a soft cotton bra without an underwire for two months post-op. This allows the implant to drop into a pleasing position. As with all cosmetic procedures, the final result will be apparent at around one year.



See for Yourself

To see some of the great results I've achieved for other women, visit the [Before-and-After Gallery](#) on my website. My patients report improved body image and higher self-esteem as the top two benefits of this procedure.

Call today to arrange a consultation. I promise—you'll be thanking yourself all summer long.

Feel free to [share this article](#) with your family and friends.

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