



breasts

BREAST IMPLANT BREAKTHROUGH

SYDNEY COSMETIC SURGEON **DR ANOOP RASTOGI** EXPLAINS WHY THE INTRODUCTION OF P-URE IMPLANTS TO AUSTRALIA IS SO SIGNIFICANT. LAUREN ALEXANDER REPORTS.

Australia is currently part of a world breakthrough in breast augmentation due to the availability of P-URE (polyurethane coated) implants. P-URE implants are also known as 'The Furry Brazilians', but cosmetic surgeon Dr Anoop Rastogi from Sydney's Double Bay calls them the 'why would you use anything else implant'.

'While over the past several years I have enjoyed very high patient satisfaction rates and very low complication rates, the new implant has dramatically reduced the risk of complications even further,' he says.

'The massive fall in complication rates are due to the unique properties of the P-URE coat which, under the microscope, looks like layer upon layer of netting traversing the surface of the implant,' he explains. This coat gives the implant two important qualities which Dr Rastogi calls 'The Velcro Effect' (which stops the implants from sagging) and 'The Lattice Effect' (which stops them going hard).

The Velcro effect is straightforward. The body's healing tissues grow into the netting on the implant surface and hold it firmly in place. The implant then acts like an internal bra that not only supports its own weight but keeps the breast tissue up as well. According to Dr Rastogi, the result is that unlike other implants the P-URE implants actually prevent the breasts from sagging.

The Velcro effect also helps prevent other common complications such as implant migration, active breasts (excessive movement under the muscle) and rotation of teardrop implants.

The Lattice Effect is a little more complicated but, put simply, when ordinary smooth and textured implants are placed in the body, the body forms what looks like a plastic bag around them called the 'capsule'.

This bag is made of collagen or scar tissue. If the capsule is irritated, the collagen fibres contract and the bag tightens around the implant, making the breasts feel hard and distorting its shape. This is called a 'capsular contracture' and is the number one complication affecting breast implants.

When a P-URE implant is placed in the body the collagen fibres spiral around the surface, netting like vines on a lattice.

If it is irritated it will only tighten microscopically around the individual strands of netting rather than around the implant as a whole, hence preventing a capsular contracture and leaving the breast soft.

The Vazquez study from Argentina and the core study data submitted to the FDA confirm a 17 times lower complication rate with polyurethane coated implants compared with conventional smooth and textured implants – hence Dr Rastogi's name for them: the 'why would you use anything else implant'.

So why doesn't everybody use the new P-URE implants? 'I believe the answer is because many surgeons find them difficult to use,' says Dr Rastogi. 'The implants require greater surgical precision, more careful planning and more acute clinical judgment. Once positioned they will stick in place so you have to get it right from the start.'

Dr Rastogi is one of the Australian pioneers of P-URE implants, having implanted well over 600 of these implants at last count. He has developed a technique called the 'Rastogi Method' which improves the accuracy of surgical placement. This technique is employed by many of the surgeons who are now using these implants.

'With the P-URE implants I am still able to produce the same beautiful, natural-looking breast shape,' he says. 'The difference is I can now have even greater confidence that over time my patients breasts will remain the way that I have designed and sculpted them. The cleavage won't draw apart with muscle movement, the implants won't sag and the breasts will remain soft.'

'I am now also able to treat some women who previously would have required a breast lift because the implants can fill their breast emptiness and lift the nipple without fear of the implants weighing the breast down.'

'The message is: find a surgeon who is really good at using these implants rather than choosing a surgeon and then convincing him or her to use them,' says Dr Rastogi.

'My final word to prospective patients is don't settle for anything else. These implants will dramatically reduce your risks as long as you have the right surgeon,' he concludes.

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CASE STUDY 1

This woman in her mid-20s presented with small B cup breasts. Heavy thighs and buttocks run in her family and she felt her lower half was disproportionate. She requested a natural-looking D cup to balance her overall silhouette.

A 285cc P-URE implant was placed in a specifically tailored subfascial pocket to achieve a natural-looking D cup to balance and harmonise her figure and accentuate her feminine curves.



BEFORE



AFTER breast augmentation by Dr Rastogi

CASE STUDY 2

This personal trainer nearing her 30s presented with an athletic figure and a small A cup. She was adamant that her breasts must look completely natural so that her friends and clients were not aware she had undergone an enhancement. She requested a large B/small C, so as not to interfere with her active, sporty job.

Again, a subfascial pocket was precisely tailored, and a 270cc P-URE anatomical implant chosen to achieve the desired results: small C cup, natural-looking breasts.



BEFORE



AFTER breast augmentation by Dr Rastogi

CASE STUDY 3

This thin and athletic woman in her 20s presented with A cup breasts. She wished to continue lifting weights at the gym which she enjoyed and desired a natural-looking middle C cup breast size.

A 275cc moderate P-URE anatomical implant was chosen and placed in a precisely developed submuscular pocket.

The stability of the P-URE implant makes it ideal in this setting as it will not be displaced by muscle activity. The patient was very happy with her natural-looking result.



BEFORE



AFTER breast augmentation by Dr Rastogi