

One Woman's Life-Changing Story: Making Decisions To Improve Her Health, Fitness And Appearance

(NAPSA)—Joanne Eddinger accomplished a major personal victory when she gradually lost more than 100 pounds. Eddinger, a nonprofit executive in College Grove, Tenn., knew the weight loss would leave her with excess skin; however, she did not anticipate the impact it would have on other areas of her body, like her breasts. Eddinger's new outlook on life inspired her to further improve her appearance—restoring her breast shape through breast augmentation surgery and a breast lift.

Eddinger's story may be more common than we think. New research from the not-for-profit National Women's Health Resource Center (NWHRC) shows that life-changing events, such as childbirth, weight loss or divorce, often change a woman's mindset, inspiring a renewed focus on herself. This new outlook motivates many women to improve their health, fitness and, for 42 percent of women, physical appearance. Of those women motivated to improve their appearance, nearly half (45 percent) said they would consider plastic surgery to do so. These are a few findings of the Life Makeover Secrets of the Modern Woman survey, a national survey of women ages 18 to 64.

"My breasts are important to me as a woman and to my sense of femininity. For my life makeover, I regained control of my life and health by losing over 100 pounds. While I am proud of my accomplishment, I didn't realize the impact it would have on the shape of my breasts. It was frustrating to work so hard to achieve the healthy body I had always wanted only to lose my feminine curves," says Eddinger. "I chose breast augmentation and a lift to restore the breast shape and volume that I had lost along with the weight. It was the right decision for me, and I feel more healthy and vibrant than ever before."

According to the survey, more than 90 percent of women cited



the desire to reshape their breasts following a major physical change like weight loss or childbirth as the primary reason they may consider breast aesthetic surgery.

"The survey shows that women focus on themselves after life-changing events, which often leads to an increased consideration for medical aesthetic procedures to improve appearance," says Elizabeth Battaglino Cahill, executive vice president of the NWHRC. "During the past decade, we've seen the topic of plastic surgery—including breast aesthetics—become increasingly relevant for women. Therefore, it's critical that we provide women the information and tools needed to make informed decisions."

The NWHRC survey specifically challenges stigmas and stereotypes associated with breast aesthetic surgery and the women who choose surgery. In fact, more than half of women surveyed (53 percent) are more accepting of breast augmentation surgery than they used to be and described women who undergo breast augmentation surgery as confident (60 percent) and feminine (61 percent). Women's changing views may stem from personal experience, as 50 percent of women reported knowing someone who has had breast augmentation surgery.

Recent data from The American Society for Aesthetic Plastic Surgery (ASAPS) support the survey findings. In 2006, nearly 11.5

million cosmetic surgical and non-surgical procedures were performed in the United States, an increase of 446 percent in the last decade. What's more, breast augmentation surgery surpassed liposuction as the No. 1 surgical cosmetic procedure for women in 2006, with more than 380,000 procedures performed.

"The NWHRC survey results echo what I hear from patients in my practice. My typical breast aesthetic patient looks just like your sister, your neighbor or the school librarian. She's well-educated, savvy and she has turned her attention back onto herself after years of taking care of everyone else," says Caroline Glicksman, M.D., a plastic surgeon in private practice in New Jersey. "The women who come into my practice to inquire about breast aesthetic surgery are generally looking to restore or enhance their breast shape, often after breastfeeding or surviving breast cancer, or to obtain a more proportionate body. Their decision is driven from within, as they are motivated to make a change for themselves rather than to please anyone else."

When considering breast aesthetic surgery, women should seek advice from a plastic surgeon to define realistic surgical goals and a plan for long-term breast health. For more information about breast aesthetics or to find a board-certified surgeon near you, please visit www.healthywoman.org/breastsurgery or www.NATRELLE.com.

The Life Makeover Secrets of the Modern Woman national consumer survey and campaign are part of an NWHRC educational initiative, sponsored by Allergan, Inc., maker of the NATRELLE™ Collection of breast implants.

For detailed information about the safety of silicone and silicone gel-filled breast implants, read the complete patient information at www.fda.gov/cdrh/breastimplants/labeling.html.