

Response Source: - The independent resource for all journalists WOMEN WANT LARGER BREAST IMPLANTS THAN EVER BEFORE

WOMEN WANT LARGER BREAST IMPLANTS THAN EVER BEFORE Thursday, 08 October 2009 UK surgeons say the demand for larger breast implants has increased in the last decade, however, the experts say big is not always best.

Roy Ng, cosmetic surgeon for The Firm, formally branded as [Mybreast](#), has noticed this increase in women wanting larger implants.

“Seven years ago the average implant size women were asking for was about 240cc but today the average is between 270cc and 310cc.

“This represents an average increase of between 15 and 25 per cent,” he says.

Mr Ng says many of his patients want a natural look but then bring in photographs of large breasted women who they want to emulate, which contradicts their “natural” vision.

“Only a small proportion of patients want the obvious looking implants – but the average size being demanded is definitely increasing.”

Fellow cosmetic surgeon at The Firm, Nilesh Sojitra, has noticed the increase as well, saying his average implant request is from 300cc to 320cc.

However, The Firm’s cosmetic surgeons say that bigger is not always best.

“We’re trying to change the way people are thinking about [breast surgery and breast enlargement](#),” says one of The Firm’s founding surgeons, Patrick Mallucci.

“There is a very fine line between enhancement and distortion, and it’s easy to cross that line. It’s very important that people realise going too big can create an unnatural looking breast as well as distortion and long standing breast tissue damage.

“Patients may not understand, before their consultation, that there may be a limit to the size that they can have without risking damaging the breasts,” breast expert Mallucci says.

At The Firm, founders of Mybreast, BAAPS surgeons focus on choosing an implant according to what’s appropriate for each individual, given their natural size.

“Not every implant will be appropriate for every individual,” says Patrick Mallucci.

“We are trying to educate people that big is not best, it’s about shape and is centered around the particular individual.”

The larger the implant women have, the higher the risk of drooping breasts and wrinkling as well, the surgeons warn.

The Firm, formally known as Mybreast, now not only specialises in breast surgery but all forms of cosmetic surgery, hence the re-branding of the company.

Founded by some of the UK’s leading BAAPS/BAPRAS surgeons, The Firm uses latest generation Nagor cohesive gel implants with a lifetime warranty for a desired natural look.

The founding surgeons, Norman Waterhouse, Peter Butler, Simon Withey and Patrick Mallucci created the company to finally offer patients leading BAAPS/BAPRAS surgeons and high quality implants at an affordable price.

About the Author

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