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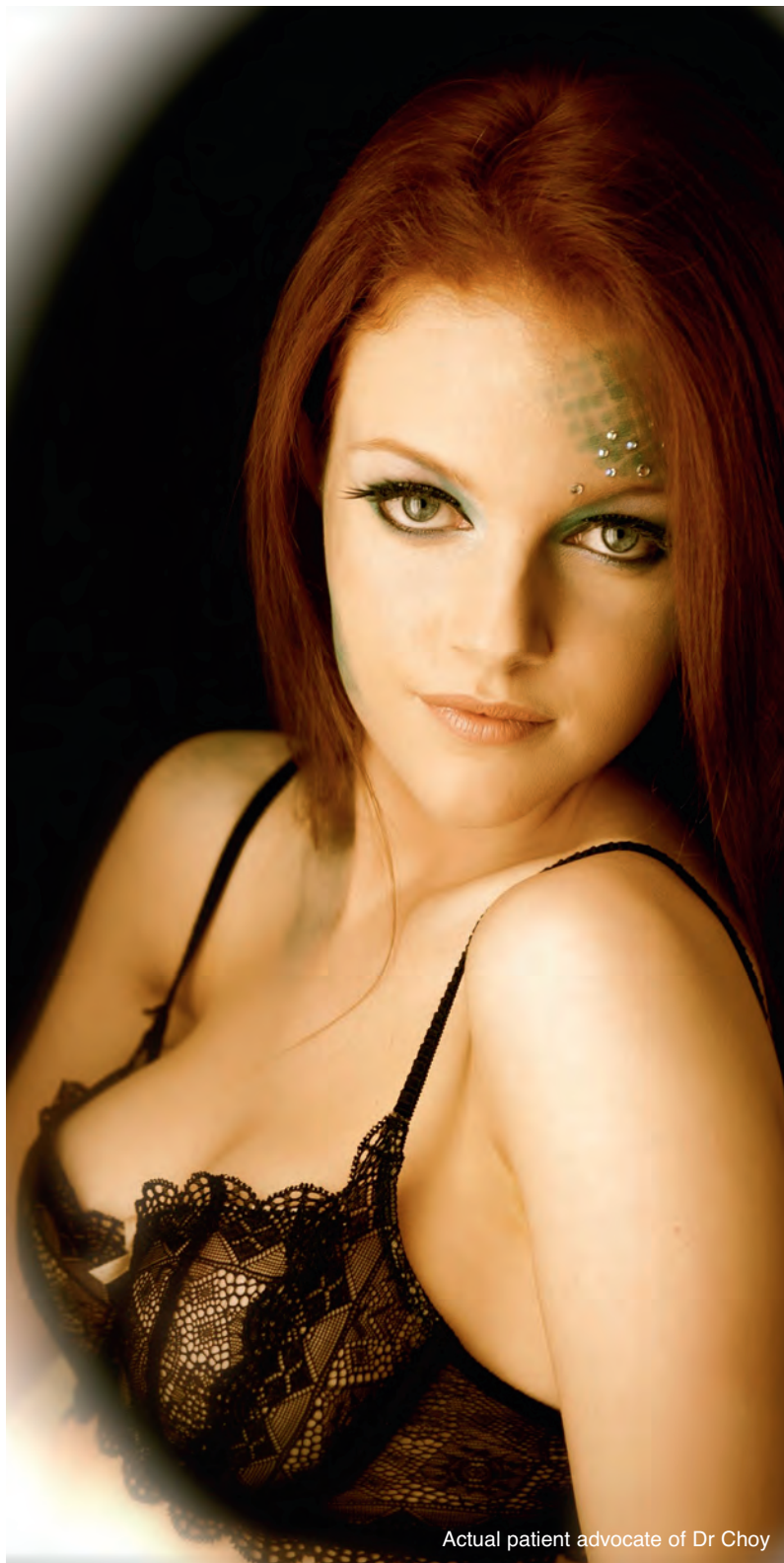


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Hear from the brides themselves on what was good,
what they'd do differently and...how much each wedding cost!



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Actual patient advocate of Dr Choy

Having the
picture perfect look
 you've always dreamed about...

There are a number of significant days in a woman's life that will forever live on in her memory, one being her wedding day. This momentous event marks the beginning of her dreams, so it's understandable that every woman wants to look perfect on her big day.

An emerging trend is '*bridalplasty*' – a term coined to 'refer to plastic surgery procedures carried out by a bride-to-be during the months leading up to her wedding day' (*Balharboursurgery, n.d.*). With the most popular bridalplasty procedures being wrinkle reduction, facial volumisation, eyelid surgery, rhinoplasty, liposuction and breast augmentation, this growing trend merely adds to the long tradition of elaborate bridal preparations. For the bride-to-be, it's often a case of addressing an issue that she is already unhappy with, and the wedding is simply a catalyst for the change; women who have been considering the treatment for months or years often find their wedding day prompts them to take that final step. As one bride who had laser treatment before her wedding said, "If there's something I can do to improve the parts of myself that I don't like, then why not go for it?" Her treatment had the added advantage of giving her the boost she needed to improve her lifestyle by eating more healthily and exercising regularly. Plastic surgery is also an option for brides who have lost a lot of weight and are left with loose, extra skin. "It's more than just the surgery – it's about what the surgery will bring to the life of the patient," says Dr Ellis Choy, plastic surgeon at the state-of-the-art rooms of Zilver Lining Plastic & Cosmetic

Surgery in Sydney. "We believe that we can provide a positive life-transforming experience, which will empower brides and help to make their day perfect." Dr Choy is a dually qualified specialist breast and plastic surgeon who founded Zilver Lining in 2011. His purpose-built facility provides a range of non-surgical and surgical plastic and cosmetic procedures, with a specific focus on the latest enhancement and rejuvenation techniques for the face, breasts and skin. Dr Choy has a special focus in the provision of a comprehensive breast surgery service (full spectrum of cosmetic, reconstructive and oncological breast surgery). This allows him to provide the ultimate breast care for all his patients at Zilver Lining, giving Australian women an unrivalled opportunity through its unique approach to breast and plastic surgery. In 2012 Dr Choy partnered with the National Breast Cancer Foundation (NBCF) in the fight against breast cancer. As a recipient of a NBCF scholarship in 2005, Dr Choy is committed to giving back to their great cause, having launched his first ever Swan Breast Campaign in the breast cancer awareness month of October 2012. The campaign saw Dr Choy offering all breast related plastic and cosmetic surgery patients a financial saving of up to 20% and also pledging to

personally match and donate that same 20% to the NBCF. The campaign was a great success and helped contribute significant support towards raising awareness and funds for the valuable research of the NBCF.

Dr Choy's philosophy of patient-centred treatment and his vision of the role of artistry in his work are encompassed in the design of the Zilver Lining practice. "We deal with form and shape defined by lines," he says. "As a plastic surgeon, my aim is to bring forth the brighter side of life in our patients. So whilst on the one hand we offer artistry in plastic and cosmetic surgery, on the other we offer a quality of life decision delivered in an elegant, creative and special way."

Dr Choy recommends that brides-to-be considering surgery make their first appointment at around 9 to 12 months from the wedding date. He will then suggest a timetable for the treatment, depending on what is being undertaken. He encourages a very patient-centred philosophy at the core of his practice, incorporating all his patients' specific needs and concerns in his custom design of an individualised care plan. "Beauty is more than just being pretty, it's from the inside out, the complete experience," he explains. "This is more than the aesthetic destination. This is also the artistic journey. This is the art of a beautiful bride."



Actual breast augmentation patient of Dr Choy

Checklist for the wedding party:

- Begin planning any surgery 9 to 12 months before the wedding day
- If you are having breast augmentation, choose your wedding outfit **after** you have had the procedure
- Schedule any smaller procedures for 3 to 6 months before the wedding day
- Make sure your final appointment is at least one month before the wedding day
- Make sure your partner is supportive of the surgery



About Dr Ellis Choy

Dr Ellis Choy is a dually qualified specialist breast and plastic surgeon. He is a member of the Australian Society of Plastic Surgeons and the Australasian Society of Aesthetic Plastic Surgery. He holds double specialist surgical fellowships from the Royal Australasian College of Surgeons in general surgery and plastic and reconstructive surgery. The RACS is the only statutory recognised body for the training of plastic surgeons in Australia. Dr Choy is also a proud Corporate Supporter of the National Breast Cancer Foundation.



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Enjoying the way she looks

Meet Janette. She'd always wondered what it would be like to have filler and Botox to freshen her face, so when her daughter's wedding was announced she decided it was the right time to find out.

"I had Botox on the edge of my eyes and filler down the side of my nose where I had really deep crevices," Janette says. "Dr Choy explained the best procedures for me and looked at what worked best from a financial aspect as well. He explained at every stage what he was doing and the expected effect and I really felt a part of the process."

Janette had the work done in

early August for a late September wedding and says her recovery was virtually instantaneous. "I only had a bit of minor bruising for maybe three days, but it was easily covered with makeup. And nobody said my face was frozen, or looked puffy – people just noticed that I looked fresher and happier!"

She describes her results as 'astounding' and would absolutely recommend similar procedures with Dr Choy to other women.

"In terms of what I wanted with my face, I am absolutely delighted. It's just fun to look at my face and feel good about myself. The reason people don't realise I've had anything done and think I look happy is because I am – I look in the mirror and I'm happy."

Janette's daughter Carly married Paul in the Hunter Valley on September 21 2012. There were around 100 guests at the wedding, which fell in the \$30,000 to \$35,000 price range.

Images of Janette shown courtesy Thierry Boudan Photography.



Surgical dream for cancer survivor

Meet Kim. She's only in her mid-30s but she's already battled and survived breast cancer. Unfortunately for Kim, after she underwent an initial operation on one of her breasts to remove affected tissue she was left with vastly different breasts that prevented her from not only wearing normal bras, but any fitted tops, swimwear etc. Enter Dr Ellis Choy, who operated on Kim as a public patient and changed her life.

"For me, this surgery was incredibly important," says Kim. "I'd had the previous surgery, but this (with Dr Choy) was a completely different experience. It was quicker, neater and explained in very simple terms what I could expect and what was achievable."

"I was very, very happy with the results! It meant I could wear bras again, and a swimsuit for the first time in four years. I spent a long time waiting for my new breast and my wedding day was the start of my new life."

Kim's surgery with Dr Choy was undertaken in late October and required a recovery period of around eight weeks, just in time for her wedding on December 12 2012. Trying on wedding dresses was cathartic.

"I only tried on three or four, but it was so exciting!" Kim says. "I felt absolutely great. There's no way I could have worn the dress I wanted if I hadn't had the surgery with Dr Choy. I loved the dress I chose because of its champagne pink colour and it was so liberating not to be trying to cover anything."

"I've known my husband for most of my life and we've been good friends for so many years – our wedding was like the end of the cancer journey and beginning of our new life together."

Kim and her husband were married overlooking the water at Bingie, a small town on the south coast. There were three guests plus the celebrant and their wedding cost approximately \$2,500.



Dr Ellis Choy is a Specialist Plastic Surgeon at Silver Lining Plastic & Cosmetic Surgery and a proud Corporate Supporter of the National Breast Cancer Foundation
www.silverlining.com.au | www.nbcf.org.au

