

# The New Horizon in Breast Enhancement Surgery



**Dr Ellis Choy** is a dually qualified specialist breast and plastic surgeon. He is a member of the Australian Society of Plastic Surgeons (ASPS), the Australasian Society of Aesthetic Plastic Surgery (ASAPS), and also has double specialist surgical fellowships from the Royal Australasian College of Surgeons (FRACS) in both general surgery (with a focus on breast and skin oncology) as well as plastic and reconstructive surgery (with a focus on face, breast and body). The Royal Australasian College of Surgeons is the only statutory recognised body for the training of plastic surgeons in Australia.



INTRODUCING THE NEW PRINCE OF BREAST:  
**DR ELLIS CHOY** – SPECIALIST BREAST  
AND PLASTIC SURGEON, PROVIDING COMPLETE  
CARE FOR WOMEN SEEKING BREAST SURGERY  
WITH AN AESTHETIC STYLE.

**T**he breast has been a symbol of femininity since the earliest times. To a woman, in her perception of her body and her concept of self, the size and shape of her breasts can play a dominant role. Small breasts or breast deformities may be associated with feelings of low self-esteem and diminished femininity.

In an effort to rectify this problem, women have sought changes through external prostheses such as brassieres and corsets. With the advent of breast augmentation procedures, more women are now seeking to surgically change the size and contour of their breasts.

There is perhaps no better place to discuss the roles of art and science than in breast augmentation surgery. Not only do we need to appreciate the various concept of beauty but we also need to understand what we are aiming to create. Creating a smooth, soft and natural-looking augmented breast continues to challenge both the surgeon's technical skills and artistic touch.

Breast augmentation remains one of the most popular plastic surgery procedures performed today. Typically performed to enhance the size of normal but small to moderate-sized breasts, this operation can also help to restore balance to asymmetrically-sized breasts. Critical decisions concerning the choice of implants, surgical approach and implant placement are essential to ensuring a satisfactory result.



## Artistry in Plastic & Cosmetic Surgery

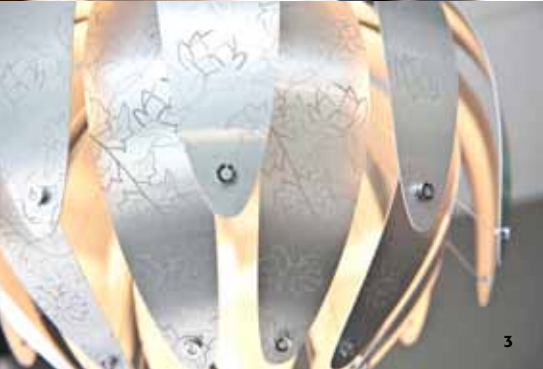
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Zilver Lining Imagery: 1. Custom cut-out ceiling design at Dr Choy's purpose-built, state-of-the-art facility illustrating his preferred incision with short scar technique around the nipple and breast mound in his breast lift/augmentation/reduction procedures; 2. Custom designed 'Zilver Swans' symbolising the true lifting experience at the Swan Breast Sanctuary; 3. Custom designed 'Zilver Lotus Light' symbolising the essence of true beauty shining from the inside out.

At Zilver Lining, Dr Choy creates a new horizon in breast enhancement surgery. In his quest of delivering the most beautiful breast surgical results, Dr Choy has pioneered the concept of Swan Breast Sanctuary at his Zilver Lining Plastic and Cosmetic Surgery as a set-apart practice in providing a comprehensive breast surgery service. He aims to provide a composite experience, a comprehensive approach, and a complete package for all patients who present with all types of breast surgery needs.

This contemporary collaborative collegiate approach is unique and special in delivering a coordinated comprehensive breast service from multiple surgical perspectives: cosmetic, reconstructive and oncological, all performed with an aesthetic style, under the leadership of a fully qualified streamlined breast and plastic surgery practice.

Zilver Lining is a specialist plastic and cosmetic surgery practice founded in 2011 by Medical Director, Dr Ellis Choy. It provides a wide range of non-surgical and surgical plastic and cosmetic procedures, with specific focus in the latest rejuvenation and enhancement techniques involving the face, breast and skin. Its purpose-built facility aims to provide an unrivalled opportunity for a true lifting experience through its unique approach in plastic and cosmetic surgery service. Dr Choy's philosophy is not just about the service he provides, but also about what his service will bring to the lives of his patients – a real life augmentation.

Dr Ellis Choy is a dually qualified specialist breast and plastic surgeon. He has a special focus in the provision of a comprehensive breast surgery service (full spectrum of cosmetic, reconstructive, and oncological surgery). This allows him to provide the ultimate breast care for all his patients through the Swan Breast Sanctuary at his Zilver Lining Plastic and Cosmetic Surgery.

Welcome to Zilver Lining, the brighter side of life through artistry in plastic and cosmetic surgery, mastery in personal enhancement, and imagery in a positive life-transforming experience.

## CASE STUDY – THE ULTIMATE JOURNEY IN BREAST ENHANCEMENT SURGERY

'Miss Swan', 23, (see before and after photos overleaf) presented to Dr Choy with a very complex developmental breast deformity she'd suffered since her teenage years. After enduring a long period of various physical and psychosocial consequences, together with unfruitful visits to two different plastic surgeons seeking correction of her breast asymmetry, she finally came under the care of Dr Choy. He offered her the ultimate breast surgical care involving both intricate reconstructive and delicate aesthetic breast enhancement techniques.

Over a three-month period, 'Miss Swan' underwent a two-stage breast reconstructive enhancement surgical journey in achieving the ultimate breast augmentation experience. Not only did she attain restoration to physical normality, but she was also enriched by the process of having Dr Choy guide her through the journey in achieving both artistically enhanced and augmented symmetrical breasts.

*'This is more than the aesthetic destination. This is the artistic journey. This is more than breast augmentation. This is life augmentation. This is the art of perfection.'* Dr Ellis Choy at Zilver Lining



# Mastery in Personal Enhancement

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This 23-year-old woman presented with a very complex developmental breast deformity. Over a three-month period, Dr Choy performed an intricate two-stage breast reconstruction and aesthetic enhancement to correct her profound breast asymmetry.



**BEFORE** Dr Choy's breast reconstructive and enhancement surgery



**Planning for stage 1 of surgery – right breast:** tissue expansion for definitive implant placement; **left breast:** lift procedure in preparing ideal breast shape for stage 2 augmentation



**AFTER** stage 1 of surgery – restoration of breast volume symmetry



**Further tissue expansion** of right breast to patient's desired volume while maintaining the overall breast & body harmony



**Planning for stage 2 of surgery – right breast:** exchange for final definitive breast implant after tissue expansion plus concurrent breast lift and nipple-resaping surgery; **left breast:** augmentation of previously lifted breast from stage 1 of surgery



**AFTER – the final result** after two-stage breast reconstructive & enhancement surgery by Dr Choy



## The Art of Perfection

Doing the Surgery is a Craft, being the Surgeon is an Art;  
 Making the Creation is a Craft, being Creative is an Art.  
 Perfection, is like the Horizon, a Vision you can see, but a Destination you can never reach.  
 At *Zilver Lining*, this is about perfecting the Journey in achieving a Destiny that is Perfect for your Life.  
 This is the Voyage of Discovery, the Brighter Side of Life:  
 Encapsulated by the "Zilver Lotus",  
 Lifted by the "Zilver Swan",  
 Augmented by the "Zilver Lining."

Dr Ellis Choy, Specialist Breast and Plastic Surgeon



# Imagery in a Positive Life Transforming Experience

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