

February 2014 | Memorial Edition

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## THE BEAUTY ISSUE

**RAFI S. BIDROS, M.D., F.A.C.S.**  
ACHIEVE THE SHAPE OF YOUR DREAMS



## **RAFI S. BIDROS, M.D., F.A.C.S.** ACHIEVE THE SHAPE OF YOUR DREAMS

Rock a Better Body with State-of-the-art  
Breast Enhancement and Body Contouring

BY ANNA CHARLES PHOTOGRAPHY BY ERIC KLEIMAN

Would you love to show off sleeker body contours as the weather heats up? How about fuller breasts so you can wear all those fun summer tops and swimsuits with more confidence?

Now is the ideal time to get started by scheduling a complimentary consultation with dual board-certified plastic surgeon Dr. Rafi S. Bidros. Known for his expertise, beautiful results, and down-to-earth personality, Dr. Bidros sets high standards for patient care. "I take a highly personalized approach with every patient and offer open, honest communication," he said. "I want patients to feel confident with their decision before leaving my office and to have a positive experience from start to finish."

#### NEW OPTIONS FOR A SHAPLIER, SEXIER YOU!

What's new in breast augmentation? Plenty! With more implant choices than ever before, it's easier for women to achieve the breast size and shape they've been dreaming of.

"In the past, women couldn't choose much more than their desired cup size," said Dr. Bidros, who performs breast lifts, reductions, and reconstruction as well as augmentation. "In addition to saline-filled and traditional silicone gel-filled implants, the FDA has approved new cohesive silicone gel implants from three different U.S. manufacturers within the last two years. They come in a wide variety of textures, sizes, shapes, and forward projections, versus just round implants. With this, it's easier to create anatomically shaped contours that closely resemble the natural curve of a woman's breast."

Dr. Bidros does "primary" or first-time breast implants, and "secondary" implants or revisions. "Over time some women can lose volume and breasts can change shape," he said. "Plus you have to keep in mind that breast implants are not lifetime devices. Many women update their implants to match their desired breast shape with the most appropriately shaped implant. Around 90 percent of my revision patients choose cohesive silicone gel implants for this reason."

#### PERFECTING THE ART OF BREAST AUGMENTATION

Striving to attain the most natural-looking results possible, Dr. Bidros often complements revision breast augmentation with fat grafting, using your own natural body fat obtained via liposuction.

"Thin tissue above the breast bone is a good example of why I combine fat grafting with breast implants," Dr. Bidros said. "Adding fat where it's needed allows me to further shape the breast area, creating a more natural-appearing cleavage."

Liposuction to sculpt the abdomen, flanks, and around the bra line is also commonly combined with breast augmentation to dramatically improve the silhouette.

#### MALE BODY CONTOURING

Men have discovered what women have known about for a long time—the far-reaching benefits of plastic surgery. Liposuction is one of the most commonly performed procedures on men. Through liposuction, which removes excess fat deposits, Dr. Bidros shapes areas that haven't responded well to diet and exercise, such as the abdomen, love handles, waist and chest.

Dr. Bidros also addresses excess male breast tissue (male gynecomastia), often with liposuction alone. You may have heard Eric Rowe, co-host and executive producer of the Roula and Ryan Show on 104.1 KRBE, talk about his positive experience with Dr. Bidros and his great results. Eric battled love handles and "moobs" that were unchanged with diet and exercise.

"The goal is to contour the breast area to create a more masculine shape," Dr. Bidros said. "Men may opt to get pectoral implants at the same time."

Achieve the body of your dreams! Call to schedule a complimentary consultation with Dr. Bidros and Jackie Barreda, patient coordinator, will guide you through scheduling your procedure. With extensive training in cosmetic and reconstructive plastic surgery, Dr. Bidros offers a full range of surgical solutions for the breast, body, and face, as well as dermal fillers, BOTOX, and more. ///

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### SEE WHAT YOUR FUTURE CAN HOLD!

Dr. Bidros' patients can preview how their results may look before they undergo plastic surgery. Using a 3-D camera and special software, Dr. Bidros simulates the expected results of a variety of procedures.



#### MEET RAFI S. BIDROS, M.D., F.A.C.S.

A native of Lafayette, Louisiana, Dr. Rafi Bidros is board-certified by both the American Board of Plastic Surgery and the American Board of Surgery. He is a fellow of the American College of Surgeons and a member of numerous professional organizations including the American Society of Plastic Surgeons. After earning his medical degree from Louisiana State University of Medicine in New Orleans, Dr. Bidros completed five years of training in general surgery at Charity Hospital and its affiliates. He then completed training in plastic surgery in Houston, Texas, training under top professors in the field at St. Joseph Methodist and Memorial Hermann hospitals.

Dr. Bidros has received a Vitals Patients' Choice Award for six consecutive years. Dedicated to helping people with deformities in developing countries, Dr. Bidros participates in annual mission trips to Mexico with the Crystal Foundation, and to Colombia, sponsored by the CHRISTUS Foundation.