



ROYAL FREE LONDON  
**PRIVATE PATIENTS**  
investing in the NHS



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investing in the **NHS**

# Cosmetic and Reconstructive Surgery

Positively **welcoming**    Actively **respectful**    Clearly **communicating**    Visibly **reassuring**

## COSMETIC SURGERY

The Royal Free Hospital in London is one of the most prestigious medical institutions in the United Kingdom. We are committed to providing the highest standards of care, looking after you before, during and after cosmetic surgery.

Importantly, the surgeon you meet for your consultation is the surgeon who will perform your surgery.

At the Royal Free, you are treated as an individual and given the best possible care, from your first consultation through to surgery and during aftercare. Continuing support and advice is always on hand.

You will always meet your surgeon before your procedure, which is a great opportunity for you to discuss your expectations and ask questions. To ensure that surgery is right for you, we then arrange a pre-operative medical screening with one of our qualified nurses. Any further questions about what will happen on the day of surgery and what you can expect in terms of recovery and aftercare can then be answered.

On the day of your procedure, your surgeon and anaesthetist will talk you through everything one more time. After most procedures, you will need to stay in overnight, although a few can be on a "day case" basis. Follow-up appointments are then scheduled to ensure that the surgery has been a success and to ensure that you are happy. Getting plenty of rest is an important part of the recovery process. It is essential that you give "the new you" sufficient recovery time.

Our goal is to give you an experience of the highest standards, with surgery that is simple, safe and, where possible, quick.

**Alison Jayawardena**  
*Head of Operations, Private Patients*

Our surgeons are some of the most experienced and skilled to be found in the world, having performed hundreds – even thousands – of procedures, using the very latest techniques in pre-operative planning and surgical procedures.

All our surgeons are fully accredited UK-based consultant plastic surgeons who are members of the British Association of Aesthetic Plastic Surgeons and/or the British Association of Plastic and Reconstructive Aesthetic Surgeons, the bodies that maintain standards of excellence in plastic surgery in the UK.

We offer a full range of surgical procedures, from breast reduction and enlargement to facelifts, rhinoplasty and liposuction.

## BREAST ENLARGEMENT

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Breast enlargement – also known as breast augmentation surgery or augmentation mammoplasty – is a surgical procedure to enhance the size and shape of your breasts. More breast enlargements are performed in the UK than any other form of cosmetic surgery and the operation has a high satisfaction rate.

### SIMPLE, SAFE AND QUICK

Most commonly performed under general anaesthetic, breast enlargement is one of the simplest and most tried and tested of cosmetic surgery procedures. At the Royal Free, our surgeons are among the most experienced breast surgeons in the world, with hundreds, often thousands of successful procedures to their credit. On the day of your operation, your surgeon will insert an agreed sized implant, designed to fit your body shape and silhouette, behind each breast, giving your breasts a fuller shape.

The procedure takes about an hour. You then stay in hospital overnight. Recovery is usually quick. You may need to take a week off work, during which we remove your stitches and dressing. You should wear a support bra for a few weeks for comfort and to help the breast implants settle. You will also receive a series of follow-up appointments with a nurse, and a six week check up with your surgeon.

### LONG TERM

Before you decide on a breast enlargement, think carefully about what you expect it to achieve, and discuss your expectations with your surgeon. Surgery can enhance your appearance and your self-confidence, but it won't necessarily change your world overnight. Breast enlargement is also a long-term commitment, potentially needing further surgery at a later date, although modern breast implants can last for 20 years without needing to be replaced.

## BREAST REDUCTION

Very large and heavy breasts aren't necessarily an asset. As well as feeling psychological distress, you may experience neck, back and shoulder pain or discomfort, and suffer from poor posture. Your bra straps may chafe, and the skin beneath your breasts may become sore. Or you may simply feel that your breasts are out of proportion with the rest of your body.



Breast reduction very effectively addresses these problems. While adding to your general comfort and boosting self esteem, a breast reduction can create a more uplifted and firmer appearance, and help restore proportion to your body.

### **SIMPLE, SAFE AND QUICK**

Performed under general anaesthetic, breast reduction involves removing fat, excess skin and breast tissue, as well as lifting the nipple, to improve the size and shape of your breasts and create a natural appearance.

The length of the operation will depend upon the size of your bust, but normally takes between two and three hours. At the Royal Free, our surgeons are among the most experienced breast surgeons in the world, with hundreds, often thousands of successful procedures to their credit.

A few operations may be performed as day case procedures, but most breast reductions involve an overnight stay. You will need to wear a surgical support bra for a fortnight or two. Stitches are removed a week or 10 days after surgery, coinciding with your first post-operative check-up with your surgeon.

### **LONG TERM**

Before you decide on a breast reduction, think carefully about what you expect it to achieve, and discuss your expectations with your surgeon, particularly with regard to the size of your breasts after the operation. It can be difficult to guarantee precise post operative cup size. The aim will be to reduce your breasts to a size and shape that is proportionate to the rest of your body. Breasts are seldom exactly the same and after surgery they may not be identical in size and shape. Minor asymmetries are natural and to be expected.

The amount of post-operative scarring will depend on your individual case, but will be explained to you. Very rarely, breast reduction alters nipple sensation, either temporarily or permanently, and if you are young, you need to be aware that breast feeding may not be possible after breast reduction surgery.

If your breasts contain a considerable amount of fat, liposuction alone may be used to reduce their size, potentially resulting in less scarring and faster recovery. However, the excess skin retained may cause your breasts to droop. Breast liposuction can sometimes be performed as a day case procedure.

## BREAST UPLIFT

Your breasts may have lost their shape after losing weight, giving birth or simply as a natural result of ageing. A breast uplift can make sagging breasts more pert.



An uplift – also known as breast mastopexy – involves lifting and repositioning the nipple in the centre of the breasts. The operation raises and reshapes breasts, restoring their fullness to create a younger, rejuvenated appearance. The procedure can also reduce the size of the areola, the darker skin surrounding the nipple. Reshaping can be performed as part of a breast augmentation procedure, or without significantly changing the size of your breasts. If you have relatively small breasts and less sagging, the desired effect may be achieved with less surgery. In this case, circular incisions are made around the areola, and a doughnut-shaped area of skin is removed.

### **SIMPLE, SAFE AND QUICK**

Uplifts are performed under general anaesthetic and normally take a couple of hours. During the operation, your surgeon removes the excess skin from around the breast, to make it more pert. Small incisions around the breast allow the nipple and areola to sit higher on the breast. Excess skin is then removed.

You will need to stay overnight in hospital and take a couple of weeks off work. You should also wear a supportive bra and take it easy for a few weeks. Stitches are removed a week or two after surgery. At the Royal Free, our surgeons are among the most experienced breast surgeons in the world, with hundreds, often thousands of successful procedures to their credit.

### **LONG TERM**

Uplifts can improve the appearance of breasts of any size, but if your breasts are particularly heavy, the results may not last as long. In some circumstances, for instance if your breasts sag and they are naturally small in size, a breast lift (mastopexy) alone may be ineffective. In this case, a breast lift can be combined with the insertion of breast implants. You will be able to discuss the size of the implant and the extent of the breast lift with your surgeon. Combining the two procedures is complex and it may be that further surgery is required to balance the appearance of the breasts.



# FACIAL SURGERY

Your face is your most prominent feature and one of the first things people notice about you. Feeling unhappy about your features can result in misery and insecurity. Fortunately, although facial surgery – also known as a rhytidectomy or a facelift – cannot halt the ageing process, it can help reverse the signs of ageing.

The effects of gravity and the skin's natural ageing process can cause your skin to lose elasticity or become thinner, resulting in unappealing folds and wrinkles, a loss of volume and a gaunt appearance. Environmental and lifestyle factors such as smoking, exposure to the sun, stress or losing weight can add to the effect.

A facelift effectively redrapes the skin of your face and neck and in doing so softens the effects of ageing. The result: a more youthful, fresh and even youthful look that “turns back the clock”. A slack jaw line, “turkey neck”, laughter lines and cheekbones that have flattened over the years can all be addressed by surgery.

## SIMPLE, SAFE AND QUICK

The latest surgical techniques, catering for individual desires and requirements, are far in advance of those of yesteryear, which often resulted in the classic tell-tale “stretched” look. We now carefully manipulate the deeper facial tissues to redrape the skin and create a fresher, natural, more youthful appearance.

Other techniques may be used alongside the standard facelift to boost your natural looks and create a pleasing result. For example, we can restore volume to your cheekbones by injecting fat taken from your thighs or abdomen, or perform a brow or forehead lift to give a fuller, more youthful appearance.

Of course, the effects of ageing are not the only target of a rhytidectomy. You may feel self-conscious about a facial feature, such as your nose or chin, which you feel makes your face look unbalanced, and facial surgery can help correct this.

## LONG TERM

Whatever the procedure and for whatever reasons, facial surgery is usually performed under general anaesthetic and, depending on the range of procedures, can take several hours. Some surgeons schedule separate sessions for different procedures. At the Royal Free, our surgeons are among the most experienced facial surgeons in the world, with hundreds, often thousands of successful procedures to their credit. You should be up and about in a day or two, but should expect to take it easy for a week or more after surgery.

Having a facelift may turn the clock back, but doesn't stop it. Your face will continue to age, and you may feel you need further surgery later in life. That said, at whatever age, you will look better than if you had never opted for a facelift in the first place.



# NOSE AND EAR SURGERY

## NOSE RESHAPING

One of the most popular forms of cosmetic surgery, rhinoplasty – commonly known as a “nose job” – aims to improve and refine the bridge, tip or profile of the nose. It can also relieve breathing difficulties. If you feel that your nose is too big, small, wide, narrow or long, or that it is too crooked, pointed or bulbous, then rhinoplasty may help to improve your appearance and restore your confidence.

The aim of a rhinoplasty is always the same: a natural result that is aesthetically pleasing and in proportion to the rest of the face. The procedure takes an hour or two and is performed under general anaesthetic. Your surgeon – who is among the most experienced at these procedures in the world – separates the skin of the nose from its framework of bone and cartilage, which is then reshaped as agreed. The skin is then redraped over the new framework and splints inserted, which remain in place for a few days. You then stay overnight in hospital. Any bruising and swelling should subside after a couple of weeks.

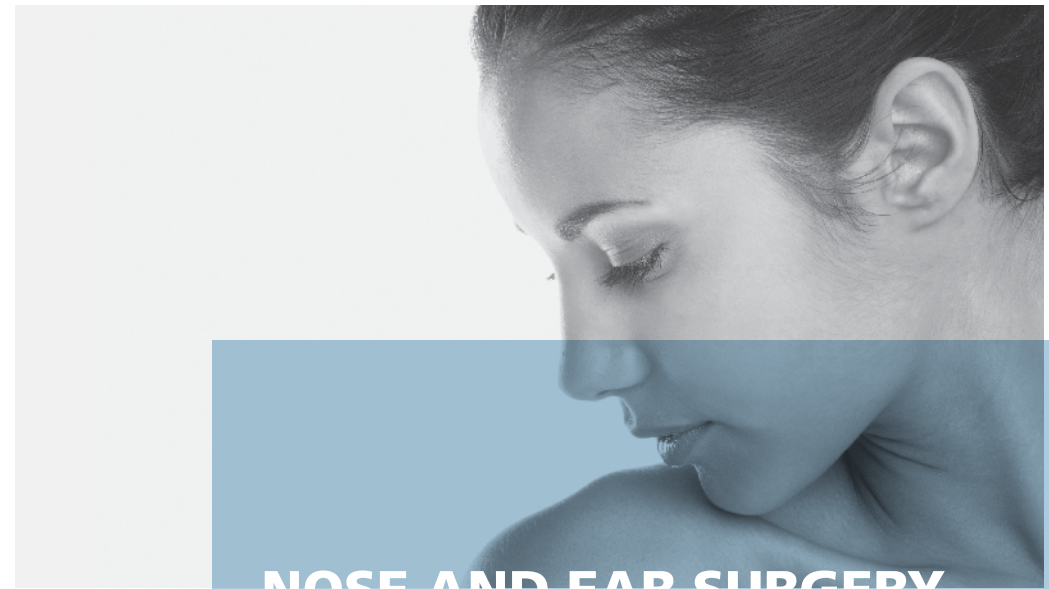
## EAR CORRECTION SURGERY

If your child's ears – or your own – are prominent or protrude, embarrassment may result. One answer may be ear correction surgery, otherwise known as otoplasty or pinnaplasty. This simple procedure is commonly used to set prominent ears closer to the head, or to reduce the size of large ears.

Operations to reshape ears may be performed under general or local anaesthetic, at any age from four upwards, although a child who wants surgery may be more cooperative with the process and appreciate the outcome better. Surgery early in life may also reduce teasing and even bullying at school.

Ear correction usually takes around an hour, and involves making an incision behind the ear in order to remove cartilage and skin or pin back the ears with a few fine stitches. The procedure – by a surgeon who has world-class experience in the operation – is usually performed on both ears in the interests of symmetry. Adults and children are usually up and about within a few hours of surgery and can go home on the day of the procedure. Any faint scars will fade with time.

Forehead lifts and eyelid surgery are also performed at the Royal Free.



# LIPOSUCTION AND TUMMY TUCKS

## LIPOSUCTION

A sensible diet and regular exercise may not always shift stubborn areas of fat. One of the most popular ways to shift localised fat deposits that don't respond to traditional weight-loss methods is liposuction, otherwise known as lipoplasty. Renewed confidence and a more acceptable body shape can result.

Liposuction works by removing excess fat tissue to help reshape the contours of the body, leading to a slimmer appearance. It is not appropriate to treat cellulite or obesity – in fact the best results are achieved when you are at your optimum weight. The procedure can help sculpt your body by removing unwanted fat from areas that may include the abdomen, hips, thighs, buttocks and knees.

The procedure is performed under local or general anaesthetic. Your surgeon – who is among the most experienced at these procedures in the world – inserts a cannula (like a straw) into fatty tissue through a small incision in the skin. Fat is broken down by fluid and removed by suction over a period of between 30 minutes and two hours, depending on how much of the body is treated.

Liposuction can be performed alone, or at the same time as other procedures such as the tummy tuck. Depending on how much liposuction is performed, patients usually need a few days off work to recover. Scars are small and usually strategically placed in order to be hidden. You should notice a difference to your body shape soon after surgery. After three months, when all swelling has gone down, you will see the final contour of the “new you”.

## TUMMY TUCK

Weight loss, ageing, lack of exercise and pregnancies can all take their toll on your figure. An abdominoplasty, or “tummy tuck”, is a popular surgical procedure that targets the problems that diet and exercise have failed to address. Like liposuction, it should not be seen as a weight loss procedure.

Most commonly performed under general anaesthetic, an abdominoplasty aims to create a flatter tummy and a slimmer waist by removing excess skin and fat from the middle and lower abdomen. Sagging flesh is trimmed and abdominal muscles are tightened to create a younger, trimmer profile.

Of the two abdominoplasty procedures, the complete or full abdominoplasty involves repositioning the navel. The “mini” abdominoplasty does not. Neither is advised if you are planning to become pregnant in the near future.

# NON-SURGICAL PROCEDURES

## REDUCING WRINKLES

Injections to reduce wrinkles work by preventing particular muscles from contracting. Use of such injections can be used to treat “blepharopasm”, a condition affecting the eyes, and to banish facial tics.

When facial muscles contract, they produce lines, wrinkles, and furrows in the skin. By preventing such contraction, we can reduce or remove wrinkles and lines. The result is a face that has a smoother, unlined and fresher appearance.

Popular areas for treatment include lines between the eyebrows (“frown lines”) and “laughter lines” (or “crows feet”) at the side of each eye. Other areas of the face may also be treated, including lines around the upper lip and neck muscles.

For most people, wrinkle-reducing injections replace a weary, intense look with a softer, more youthful appearance. The treatment, which involves just a few minutes with little discomfort, may also be used to reduce excessive sweating under the arms, and for treating anal fissures. After treatment, any redness or swelling usually subsides within a day or two.



## FILLERS

Injections with soft tissue “fillers” offer a simple non-surgical method of improving facial appearance. Working completely differently from injections to reduce wrinkles, the idea is that plumping or augmenting tissue can help to reverse some of the signs of facial ageing.

Such signs may include thinner, uneven or less full lips; deeper lines running from the nose to the side of the mouth (“nasolabial folds”); lines or wrinkles on the upper lip; scars caused by acne and other causes. Fillers can also help with a hollow gaunt appearance due to loss of facial fat, for whatever reason.

Injecting fillers is usually performed as a simple outpatient procedure, usually requiring local anaesthetic to numb the area, either through a cream or by an initial injection of local anaesthetic. After treatment, any redness or swelling usually subsides within a day or two.

## CHEMICAL PEELS

Dead skin cells on the surface of the skin often result in a rough, dry and aged-looking complexion. Chemical peels remove these dead cells, resulting in a smoother, more youthful appearance. Similar to exfoliation, chemical peels remove outer layers of skin to reveal the healthier, vibrant skin beneath.

# COSMETIC SURGERY FOR MEN

Addressing your appearance can be as important for men as it is for women, which is why cosmetic surgery for men is becoming increasingly popular.

Among the cosmetic surgery procedures to consider are:

- Liposuction (removal of excess fat)
- Lipolysis (power-assisted non-surgical alternative)
- Rhinoplasty (nose reshaping)
- Gynaecomastia (male chest reduction)
- Pectoral implants (male breast enhancement)
- Otoplasty (ear reshaping)

Just as for women, cosmetic surgery for men can correct features that lead to discomfort or embarrassment and lead to greater confidence in everyday life.



## FINANCE YOUR SURGERY

We offer a range of affordable, flexible finance packages to help create the new you. If full payment is settled on admission, we may even be able to agree an all inclusive price in advance.

### REGISTRATION

To register, you will need to sign our "undertaking to pay" form, which confirms that you take ultimate responsibility for the hospital charges, whether you are insured, sponsored or self-paying. It also confirms that you agree we can use information about you within the limitations of the Data Protection Act 1998.

Credit card details will be required. Any private medical insurance or sponsorship arrangements will be between you, the patient, and your insurer or sponsor.

All patients are under the care of their consultant who is entitled to charge a professional fee. This is separate from the charges that the trust makes for care and treatment under the doctor's instructions.

### SELF-FUNDING PATIENTS

Most patients opting for cosmetic surgery will be funding themselves. We will need a deposit from you equal to the estimated full cost of treatment

or estimated length of stay. We may need further payments on account if your treatment takes longer than anticipated. The value of the deposit will vary with the nature of the treatment and is at the discretion of the Royal Free. Payment for out-patient services must be paid in full on the day of treatment.

### INTERNATIONAL AND MEDICAL INSURANCE

If you intend to claim for surgery from insurance, it is your responsibility to verify with your insurer that your surgery will be covered by your insurance and that cover is adequate to pay. The Royal Free is not responsible for this verification. If cover cannot be confirmed by the time of admission, you will be asked to pay a deposit or settle the account in full and claim back from your insurer.

### SPONSORED PATIENTS

We accept direct settlement arrangements only with third parties with whom we have a prior arrangement.

We regret that patients arriving for treatment without the required deposit or satisfactory insurance/sponsorship documentation may be refused admission.

## THE BEST FACILITIES AND SERVICE

The Private Patient Unit is part of The Royal Free London NHS Foundation Trust, which has around 900 beds. Its 4,600 staff see about 700,000 patients a year from all over the world. It was designated "Large trust of the year 2010" by the UK's leading provider of healthcare service information, Dr Foster's Hospital Guide.

In the latest annual ratings by the UK's Care Quality Commission, the Royal Free was designated "excellent" for the quality of its services for the third year running.

The hospital is known for its pioneering surgery. The Royal Free's Private Patient Unit provides high class facilities and a welcoming environment for patients and visitors. All the hospital's services are available to private patients, 24 hours a day. Our wide-ranging expertise and modern facilities support the highest standards of care before, during and after cosmetic surgery.

The Private Patient Unit has its own dedicated kitchen which provides a five star room service. A key priority of the Unit's staff is to provide a caring, friendly and helpful service, with clear information and explanations.

### PATIENT ROOMS

The private practice unit is situated on the 12th floor of the hospital. All the rooms have amazing views on to Hampstead Heath or London's landmarks, as well as:

- en-suite facilities
- satellite television with remote control
- telephone with direct dial numbers
- nurse call facilities
- a complimentary newspaper delivered daily if required.

### VISITING

Visiting times are unrestricted, but we ask all visitors to leave the hospital by 10pm for security reasons. Visiting with children is limited.

### OVERSEAS PATIENTS

We welcome many overseas patients each year and are aware of the difficulties which they might encounter, so a great effort is made to ensure that their psychological as well as their clinical needs are addressed. For this reason we have a 24-hour interpreting service to guarantee communication between our staff, patients and their relatives. We also have a multi-faith chapel and provide updated information and entertainment through multichannel cable television, as well as international newspapers and magazines. Our catering service offers the option to select different types of freshly cooked meals, according to individual preference and faith.