

The Daily Telegraph

CONSIDERING BREAST SURGERY?

A woman's breasts are often a key aspect of their physical identity

Every patient considering cosmetic breast surgery has unique expectations. Taking time to understand these expectations allows consultant oncoplastic breast surgeon Mr Adam Critchley to build and deliver a bespoke surgical plan, achieving high levels of patient satisfaction.

Mr Critchley delivers a range of surgical techniques depending on each patient's individual needs. The overall aim is breast rejuvenation.

A breast reduction delivers both aesthetic and functional benefits. Some large-breasted patients talk of 'hating' their breasts, reporting bra-strap grooving, back pain and heat rash. A breast reduction not only reduces breast size but improves the breast shape placing the nipple on top of the breast mound rather than pointing down.

A breast uplift (mastopexy) boosts projection and upper breast fullness by reducing excess skin. By displacing the existing breast tissue (auto-augmentation), breast implants can be avoided.

Ultrasound-guided regional nerve blocks ensure excellent pain relief and enhanced recovery. Patients typically drive after a week, return to work by 2 weeks and undertake unlimited exercise by 6 weeks. Scar massage and silicone taping maximise scar quality.

Breast enhancement (augmentation) using silicone implants increases breast volume and projection. Patients often state they still want to look and feel 'natural'. The breast implants have a soft, feeling texture and elastic shell that help achieve a 'natural' outcome.

Mr Critchley's priority is to deliver a fantastic patient experience in a safe manner. He places great importance on treating each patient as a unique individual. Understanding their needs and expectations is essential to safely delivering the transformation they're seeking. He is head of department for the breast unit at the Royal Victoria Infirmary, Newcastle upon tyne and private practice at Newcastle Nuffield hospital.

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Patient reviews: [doctify.com/uh/specialist/mr-adam-critchley](https://www.doctify.com/uh/specialist/mr-adam-critchley)

