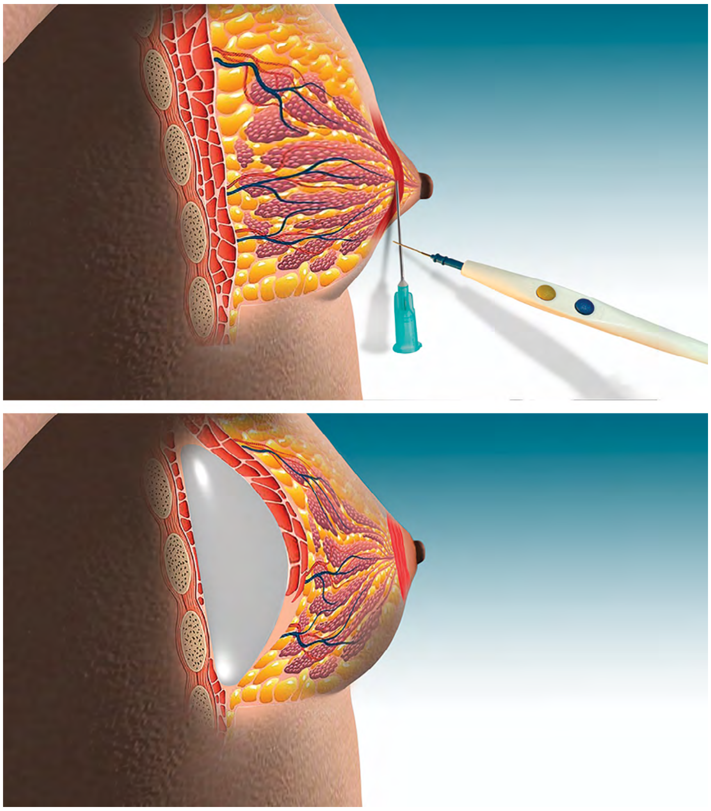

Fig. 1. Drawings showing (*above*) the direction of a needle during the controlled electrocoagulation of the relaxed erectile areolar muscle and (*below*) the muscle and nipple-areola complex retraction after the treatment.

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DISCLOSURE

Dr. Andjelkov is an owner of the company that distributes Motiva Implants in Serbia. The remaining authors have no financial interests to disclose. No funding was received for this article.

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External Breast Sizer Set for Breast Aesthetic Surgery

Patients' expectations are so important for breast aesthetic surgery procedures. Breast volume and symmetry may be a challenging factor, especially for reduction mammaplasty. Adjustment of the volume and symmetry depends on the preoperative measurements mostly. Preoperative measurements are obtained with the patient

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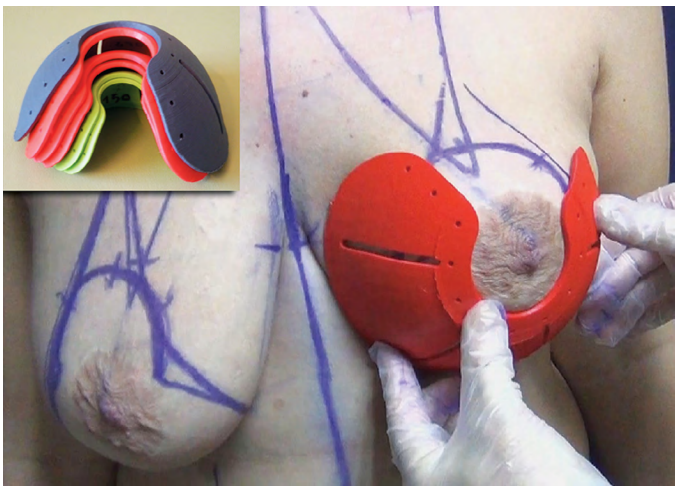

Fig. 1. A surgeon can have more or less insight into the actual breast volume by trying different sizes of cups before surgery.

in the standing position, but breast shape changes during the operation to a certain extent. The loss of breast elasticity causes deformation of breast shape as well. All of these deformations affect the surgical results, regardless of how much attention is paid. In general, surgeons try to avoid asymmetry of the breasts by looking from different directions and also getting help from assistants.

I designed a simple device set to aid in making better decisions about breast volume and symmetry. These devices are helpful for holding the breast tissue symmetrically during tissue removal. Surgeons can easily see how much tissue should be removed, especially in breast reduction procedures, by using these devices. A surgeon can measure the volume of the breast instantly during the operation. These devices are dome shaped and have a space on them, similar to the Wise pattern. This opening part of the device lets the surgeon excise tissue and adjust the breast volume. Volumes of these devices range from 150 cc (1.5 K) to 800 cc (8 K). In general, 150, 200, 250 cc are used for measurement of small breasts. For reduction cases, the patients can choose one of these nonsterile cups showing what size breast she wants at the preoperative consultation. A surgeon also can predict the actual breast volume before surgery (Fig. 1). The surgeon uses a sterile equivalent of the selected cup during the operation. Excess breast tissue will emerge spontaneously after the cup is placed on the breast. [**See Video (online)**, which demonstrates that, when the external breast sizer is put on the breast, the excess tissue comes out from the opening of the instrument and shows how much tissue should be removed. Excessive tissue can be easily determined during breast operations.] Thus, excessive tissue can be removed from the opening of the device until the desired result is achieved.

For augmentation cases, the patient can choose one of these nonsterile cups showing what breast size she wants. Surgeons can easily estimate the patient's expectations and predict the size of breast implants that should be used. The surgeon can measure the breast volume during surgery after placing the implant.

These devices can be helpful to handle breast tissue during the operation as well. Patient desires can be predicted before the augmentation and reduction procedures by using different size devices. The volume of breast implants can be measured during the operation easily according to the patient's desires. I hope that the external breast sizers will be standard devices in terms of evaluating breast size and obtaining symmetry in aesthetic breast surgery operations.

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DISCLOSURE

The patenting procedure is ongoing for the device set described in this article. The author has no conflict of interest to report.

Botox and Financial Conflicts of Interest

Payments totaling over $26 million were made from drug/device manufacturers to plastic surgeons in 2017.[1] Of those payments, half were from Allergan, Inc., and a large proportion were in relation to botulinum toxin type A (Botox; Allergan, Inc., Dublin, Ireland), making it a product with significant potential for physician conflict of interest.[1] Initially marketed for wrinkle prevention, Botox is now U.S. Food and Drug Administration approved for the treatment of numerous conditions. In 2017, Botox was Allergan's highest grossing product, with sales of $2.25 billion. Interestingly, Allergan reported less than half of those sales as being related to facial cosmetics.[2] In 2017, plastic surgeons performed 7.2 million