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 - Alyson Mitchell (2)
 - Amileigh O'Donnell-Beggs (1)
 - Amy
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BRIDALPLASTY FEVER HITS BRISBANE

Alex Vickery | Sep 23, 2011 | Comments 0



Helped along by its TV series namesake, the 'bridalplasty' phenomenon has hit Brisbane, fast becoming just as vital a component to the 'dream wedding' as the perfect dress or cake, and adding as much as \$30,000 to the average wedding budget.

While pre-wedding procedures have seen a documented rise in the US for years, only recently has Form and Function Clinic's Dr Scott Ingram noticed a palpable increase in this phenomenon in Brisbane.

"Liposuction, breast implants, rhinoplasty and injectable fillers such as Botox or Restylane have long been popular procedures for brides-to-be, and we've helped many brides achieve desirable, natural-looking results from these kinds of specific, individualised procedures in preparation for their big day," said Dr Ingram.

"We've seen a 12% increase in these kinds of procedures in brides over the past 24 months, but a more interesting development has been the requests for complete head-to-toe surgical makeovers – essentially changing their appearance entirely in the lead up to a wedding.

"I can understand wanting to look flawless on your wedding day, and for many women I understand that it's the prospect of being immortalised on film or in photos that prompts this desire, but some of the requests I've had from brides-to-be have been quite extreme.

"As a bona fide plastic surgeon I am primarily concerned with safely achieving outcomes. I have had to turn a few prospective clients with unrealistic expectations away, or at least talk them around to something less dramatic."

Brisbane body image expert and photographer, Sasha Dobies of Sherbet Birdie pin-up photography studio, said that prospective brides need to examine the reasons behind their desire to have head-to-toe pre-wedding plastic surgery.

"Most people don't do it to please their partners – in the majority of cases it's either a self-esteem issue or to look great in photos or for the other guests," Dobies said.

"Everyone wants to look beautiful on their wedding day but brides-to-be need to remember – someone proposed to you presumably because they love you enough to spend the rest of their lives with you, just the way you are.

"With this in mind, brides need explore why they want to radically change their appearance and more plastic surgeons need to take Dr Ingram's lead and be a little more conservative when it comes to what they will and won't do for bridalplasty candidates."

Dr Ingram, who is incoming president of the Australasian Society of Aesthetic Plastic Surgery (ASAPS), admits it is typical for women to start a skincare program or even experiment with injectables or smaller procedures in the lead up to their wedding day, but he does not advocate full body bridalplasty transformations without careful consideration of the risks as well as any perceived benefits.

"I aim to help brides look like the best version of themselves on their wedding day, rather than someone else entirely. This could end up involving significant surgery, but above all safety comes first."

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