



News

BRIDALPLASTY FEVER HITS BRISBANE

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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.

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