



Cosmetic Surgery & Exotic Brazil

“Portuguese speaking Brazil is regarded as the world’s capitol of cosmetic surgery,” claims Dr. Barry L. Friedberg. In recognition of the Brazilian market, Friedberg’s “Anesthesia Cosmetic Surgery,” a ground-breaking book, is now scheduled for a Portuguese translation after only 4 months in print, according to publisher Cambridge University Press. Knowledge acquired in this book will empower patients to demand a safer, simpler anesthetic for their surgery.

Corona del Mar, CA, September 07, 2007 --(PR.com)-- One major by-product of the aging baby-boom generation has been a surging interest in cosmetic surgery. Outpatient surgery clinics have sprouted up in droves all over the United States and the world. The number of cosmetic procedures performed in the US alone has increased by over 95% from the previous year. Although procedures like facelifts and abdominoplasties (tummy-tuck) should be considered minimally invasive surgeries, the anesthetic protocols and regimens are often overly complex and unnecessarily toxic.

Major complications involving anesthesia can range from severe postoperative nausea and vomiting (PONV) to postoperative pain and mortality. The mortality spectrum of things may be rare, but there have been many cases in which perfectly healthy cosmetic surgery patients require emergency intervention due to a severe complication involving anesthesia.

Dr. Friedberg has developed BIS monitored propofol ketamine sedation, also known as minimally invasive anesthesia (MIA), designed to maximize patient safety by minimizing the degree to which patients need to be medicated to create the illusion of general anesthesia with the lesser trespass of non-narcotic sedation. MIA eliminates PONV without the use of anti-nausea medications while providing pre-emptive pain relief that eliminates the need for postoperative narcotic medications (and their side effects).

General anesthesia sleep levels occur between 45-60 on a 0-100 scale. The patient doesn't hear, feel, or remember their surgery with general anesthesia. The same experience can be had with intravenous propofol at BIS between 60-75, a level Friedberg has incorporated as an integral part of MIA.

For greater patient safety, Dr. Friedberg deems BIS monitoring a standard of care, especially for cosmetic surgery.

Disclaimer: Dr. Friedberg is not employed by Aspect Medical Systems, makers of the BIS monitor. He is not a stockholder or a paid consultant. The opinions expressed herein are his professional opinion based on 10 years experience with BIS monitoring for cosmetic surgery.

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<http://www.doctorfriedberg.com> - a patient oriented, non-commercial web site

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