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Instabreast: A Plastic Surgeon's Thoughts on This Beauty Procedure

How many of the seemingly miracle beauty procedures out there actually do what they claim to? **Dr. Kirk Brandow**, a board-certified plastic surgeon in Philadelphia, breaks down cosmetic surgery hype, starting with Instabreast.

If you've ever considered a breast augmentation, it's not hard to understand the appeal of "test-driving" a pair of implants for a day. This "try it before you buy it" procedure, called Instabreast, takes about 20 minutes in office. A saline solution is injected into the breasts until they are enlarged to the desired size. Surgeons who offer the procedure claim that it takes the guesswork out of planning an augmentation by providing patients with 24 hours of experience with larger breasts.

"This is crazy!!" says Dr. Brandow. "How do you anesthetize the breast before you shoot in the saline? Wouldn't this hurt? Just the thought of it would scare off my patients. Additionally, implants on top of the muscle versus under the muscle look different and the size you use on top looks totally different from the one you would use under the muscle."

Dr. Brandow questions the safety of injecting saline under the muscle in office with a local anesthetic. "I would say it's a recipe for a punctured lung! Additionally, I would love to know how a surgeon inflates a young, tight-skinned, A-cup woman who wants a full C cup, without causing a lot of pain during that injection."