


50 YEARS OF

augmented reality





There's no denying it. Breasts are big business. Fifty years after its debut, the boob job is the most-requested cosmetic surgical procedure in the United States, proving that half a century later, its popularity is still at its peak. Here, we take a look at the ups—and downs—of this celebrated enhancement.

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Back in the spring of 1962, Timmie Jean Lindsey, a 30-year-old divorcee and single mother of six, walked into Houston's Jefferson Davis Hospital to get a tattoo removed from her breast. "Back then, finding someone who could do that sort of thing wasn't easy," recalls Lindsey, now 82. Once her young plastic surgeon was done using dermabrasion to wipe away her otherwise permanent inscription, he approached her with a brand new idea. The surgeon, Dr. Frank Gerow, suggested that she try a cutting-edge procedure that he had just developed: silicone breast implants. He had come up with the idea after squeezing a silicone bag filled with blood during one of his hospital rounds. He realized that the squishy, warm IV felt undeniably similar to that of a woman's breast. With the help of his colleague, Dr. Thomas Cronin, Gerow went on to create the first silicone implants.

"I never even thought about having that type of surgery," insists Lindsey. "The only thing that ever bothered me was how much my ears protruded.

breasts? In 2011, according to the American Society of Plastic Surgeons (ASPS), more than 307,000 breast augmentations were done in the United States alone—an increase of 45-percent since 2000. Clients ranged from suburban soccer mom to 20- and 30-something executives, not just aspiring actresses and topless dancers. For the sixth year, it's the country's top-ranked cosmetic surgery—ahead of liposuction, nose jobs, and eyelid lifts.

Arguments for and against implants have long fueled debates among feminists, psychologists, and the media. In a 2012 UK survey, one third of women ages 18 to 25 said they'd trade their intelligence for bigger breasts. 57-percent said they thought men would be more interested in them romantically if they had them.

"These statistics illustrate that some women seek to increase their breast size solely because they think it will make them more attractive," says Susan Krauss Whitbourne, PhD. Whitbourne is a professor of psychology at the University of Massachusetts in Amherst and the author of *Abnormal Psychology: Clinical Perspectives on Psychological Disorders*. "It's quite sad that when

CLEAVAGE CHRONICLES: For 50 years, MDs have been giving us a boost, but we've been seeking support for eons. Archeologists

1962

Timmie Jean Lindsey receives the very first silicone breast implants.



1963

Dr. Gerow and Dr. Cronin present their idea at the International Society of Plastic Surgeons Conference in Washington, D.C.

1964

Saline breast implants developed.



1970s

Second generation of silicone implants introduced, featuring thinner shells.

1980s

Third and fourth generations of silicone breasts introduced.

When the doctor said he would take care of that, too? That got the ball rolling." Although naturally endowed, the breast-feeding of six children caused Lindsey's once voluptuous 34C to shrivel up to a significantly smaller B cup. This "now-you-see-them, now-you-don't" scenario made her the perfect guinea pig. "I guess I was lucky. The doctors were able to lift them up and I had enough breast tissue to begin with that they still felt normal after the implant." She wasn't the only one to give her new cleavage the thumbs-up. "Any man I was intimate with after that—although there weren't many—had no idea about the surgery," she recalls. "But they would always tell me what beautiful breasts I had."

It was half a century ago that Lindsey guilelessly agreed to the procedure that transformed her sagging breasts into perky orbs. Today, a staggering number of women know that's *exactly* what they want. The million—or quite literally, *billion*—dollar question (it's estimated that more than \$1 billion is spent annually) is this: *Why* are so many women altering the shape of their

given the choice between intelligence and breasts, they choose breasts."

But for some women, bigger isn't always better, nor is their decision to go up a size tied to a desire for increased sex appeal. These women cite reasons that have more to do with form and function. Some say they want to finally "naturally" fill out a strapless dress, or eliminate the need for push-up bras. Others look to add a little more oomph on top to balance out a disproportioned hip-to-waist-to-chest ratio. Still more seek a means of fighting gravity's inevitable pull, especially after childbirth.

"Once I had my daughter, my breasts flattened out and there was a bowl shape at the bottom," says Jennifer, a forty-six year old New Yorker who went from a 32B to a 34C with silicone-implants in September of 2011. "They didn't look good in bathing suits or eveningwear anymore. I waited seven years to have them redone, which was way too long." Now, she says she can't even recall what her body looked like before. "They've become mine," she says. "I can shop for clothes more easily, and don't have to pack bras.

STYLING: PREVIOUS SPREAD: EVA BABIERADZKI; LINDSEY: MICHAEL BODDY; HENDRICKS: ROBIN BECK / AP/GETTY IMAGES

Yes, they're aesthetically pleasing, but the biggest benefit is that they save me a lot of time and energy."

LA resident Gina, 33, says that ever since she took the plunge from a 32B to a bountiful 32C with saline implants seven years ago, she's more modest when it comes showing skin. "I won't wear anything that's too low cut, or tan topless at the beach like I did when I was flat chested," she says. "I've never wanted to get more attention from the opposite sex. I did it for me, not because I had low self esteem about my body."

History shows that women, famous and otherwise, have done it, loved it, then flat-out regretted it. For celebrities like Mariel Hemingway, Jane Fonda, and Pamela Anderson, as well as countless girls-next-door, the perception of breast implants has ebbed and flowed in terms of size and safety. In the 1960s and 1970s, silicone implants were seen as a medical breakthrough with minimal, if any, side effects. Women lined up to get them, putting the surgery in robust demand.

By the mid-1980s, reports of early-generation implants leaking—coupled

the severe backlash propelled a saline alternative to emerge as leader of the implant pack. Women, wary of filling their bodies with foreign objects or substances, embraced the salt-water-infused doppelgangers. The caveat with saline implants: They would likely need to be replaced at least once, and are more likely to deflate. Unlike a silicone rupture, which is difficult to spot, a saline-implant pop is as evident as letting the air out of a balloon. "Saline is the most dramatic when it ruptures because it can do so without trauma," says David Hidalgo, MD, a plastic surgeon in New York City. "They can rupture for two reasons—a manufacture defect in the cover, most likely due to a small hole, that over time causes it to deflate or simply wear and tear. After fifteen or twenty years, one spot can become weak."

Saline is also just as susceptible as silicone to developing capsular contracture—when a buildup of scar tissue surrounding the implant distorts the breast shape. This condition affects approximately 15 percent of women. (At

recently unearthed the first known bra which dates back to 1390 A.D.

1992

FDA bans silicone implants due to leakage reports.

1993



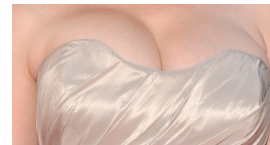
12,359 lawsuits filed against Dow Corning, the makers of the silicone implant. The plaintiff pool eventually grows to over 200,000. Over 1.2 billion dollars is eventually paid out.

2006

FDA clears silicone implants and they return to market.

2011

Breast augmentation is the leading cosmetic surgery with 307,000 procedures



2012

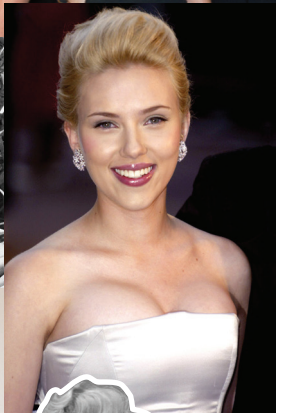
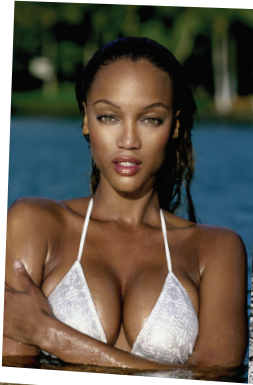
American Society of Plastic Surgeons approves fat grafting to the breast as alternative to implants.

with research that implied a link between cancer and silicone implants in rat-based studies—hit the media. Suddenly a long list of claims from the silicone-endowed began to emerge (from breast cancer to neurological problems like rheumatoid arthritis). Massive class action lawsuits ensued, eventually prompting Dow Corning, the main manufacturer of silicone implants, to file bankruptcy. The company eventually shelled out a reported \$1.6 billion.

In 1992, the FDA issued a voluntary withdrawal request for silicone implants. Just like that, the boob boom went bust and women ran to doctors to remove their once-beloved bosoms. Today, doctors note that there isn't—and never was—a direct correlation between silicone-gel implants and tumors in humans. "It was the climate of the times," says John Anastasatos, MD, a plastic surgeon in Beverly Hills. "Class action suits were created and people thought that silicone implants were doing negative things to their health. They wanted to remove them. The insurance companies paid a ton of money, but it was never actually proven that the ruptures did anything to cause disease."

just over 300,000 boob jobs a year, that's about 45,000). "Essentially, it's exacerbated collagen production in response to the body detecting silicone, which makes up the shell of both silicone and saline implants," says Dr. Anastasatos. "We don't know exactly why it occurs, or why it happens to one person and not another. If extreme, capsular contracture can cause pain, requiring an operation to replace the implant as well as scoop out the excess scar tissue. Researchers have focused much of their energies on methods to limit—and ideally completely erase—this effect.

In 2006—after fourteen years on FDA-imposed surgical probation, which limited their use to rejuvenation and clinical trials—silicone-gel implants made a comeback. Unlike their liquid-y ancestors, the latest generation of "golden globes" had a more ooey-goey consistency, leading to its nickname: the "gummy bear" implant. Should the outer silicone shell become compromised, the preformed implant would stay put. As the nickname suggests, grabbing a handful better mimics the gushy sensation of squeezing a



HOLLYWOOD'S TREASURE CHEST

From the famously natural breasts of America's iconic stars like Farrah Fawcett, to the slightly less subtle 44DDs of Dolly Parton, here are breast moments in celebrity history.

