

personally match and donate that same 20% to the NBCF. The campaign was a great success and helped contribute significant support towards raising awareness and funds for the valuable research of the NBCF. Dr Choy's philosophy of patient-centred treatment and his vision of the role of artistry in his work are encompassed in the design of the Zilver Lining practice. "We deal with form and shape defined by lines," he says. "As a plastic surgeon, my aim is to bring forth the brighter side of life in our patients. So whilst on the one hand we offer artistry in plastic and cosmetic surgery, on the other we offer a quality of life decision delivered in an elegant, creative and special way." Dr Choy recommends that brides-to-be considering surgery make their first appointment at around 9 to 12 months from the wedding date. He will then suggest a timetable for the treatment, depending on what is being undertaken. He encourages a very patient-centred philosophy at the core of his practice, incorporating all his patients' specific needs and concerns in his custom design of an individualised care plan. "Beauty is more than just being pretty, it's from the inside out, the complete experience," he explains. "This is more than the aesthetic destination. This is also the artistic journey. This is the art of a beautiful bride."



Actual breast augmentation patient of Dr Choy

Checklist for the wedding party:

- Begin planning any surgery 9 to 12 months before the wedding day
- If you are having breast augmentation, choose your wedding outfit **after** you have had the procedure
- Schedule any smaller procedures for 3 to 6 months before the wedding day
- Make sure your final appointment is at least one month before the wedding day
- Make sure your partner is supportive of the surgery



About Dr Ellis Choy

Dr Ellis Choy is a dually qualified specialist breast and plastic surgeon. He is a member of the Australian Society of Plastic Surgeons and the Australasian Society of Aesthetic Plastic Surgery. He holds double specialist surgical fellowships from the Royal Australasian College of Surgeons in general surgery and plastic and reconstructive surgery. The RACS is the only statutory recognised body for the training of plastic surgeons in Australia. Dr Choy is also a proud Corporate Supporter of the National Breast Cancer Foundation.



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