

# Everybody Deserves Body Confidence

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For A Personal, Professional Service, Delivered By Specialists

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STAIANO  
PLASTIC SURGERY

The only fully independent Plastic Surgeon in the UK with a practice dedicated to cosmetic breast surgery.

# The Staiano Vision

**Staiano Plastic Surgery is a national brand in plastic surgery that stands for transparency and accountability, prioritising the patient's experience over profit, believing that the patient journey from start to finish should be led by your Consultant. The Clinic employs nurses and administrative staff, but there are no patient advisors. The surgeons personally see patients from the initial consultation through to the final follow up meeting.**

We are dedicated to providing a first-class service to our patients. We offer a sympathetic and understanding ear and will do everything we can to make sure that your result will be the best it can possibly be.

The Staiano Plastic Surgery practice is entirely independent and ethically driven. The benchmark of success is your satisfaction with the results of the procedure from start to finish and we are very proud of our countless positive testimonials from satisfied patients.

Staiano Plastic Surgery, Edgbaston, is our flagship clinic in the heart of Birmingham and we will bring a new era to plastic surgery where patient satisfaction is at the heart of what we strive for.



**STAIANO**  
PLASTIC SURGERY

**A boutique clinic situated in the internationally recognised Edgbaston medical quarter in Birmingham.**

**Owned and run by Jonathan Staiano, who is a leading plastic surgeon, he has the highest qualifications possible for a plastic surgeon and has dedicated the last 20 years to delivering exceptional care, always focussing on the best possible results for his patients.**

Jonathan's mission is to lead the transformation of the plastic surgery industry into a more caring part of healthcare.





## 1 Initial Consultation

In your initial consultation, you can talk over your hopes and fears, the procedure itself, our finance packages and our free aftercare package. This is your opportunity to see if the Staiano approach is right for you.

From day one your patient journey is led by your consultant.

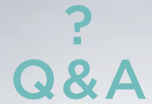


## 5 Aftercare

We believe our aftercare package is unrivalled by any other practice. It has our central commitment of patient satisfaction at the heart of it.

# 5 Steps

## to achieving body confidence



## 2 Cooling Off Period

Take your time to think about your options and to decide whether surgery is right for you. There is no obligation to go any further. We offer free follow up consultations and a minimum 2 week 'cooling off' period before having surgery.

*“You will be allowed all the time you need to think about things with the opportunity to get all of your questions answered.”*



## 4 Your Cosmetic Surgery Procedure

Led by your surgeon and their team of professional nurses, you will have 24 hour care at one of our prestigious partner private hospitals.



## 3 Pre-Op Screening

Once you have made the important decision to undergo surgery, you will need a final check that you are fit and healthy for the procedure.

*“Since my first consultation with Mr Staiano...*

*I knew I had found the right surgeon for me.  
A relaxed, personable but professional approach.  
Excellent surgeon and human being. ”*





# Breast Reshaping

Women and men have breast surgery for many reasons. Whatever the reason you want your breasts reshaped, nearly all patients want to improve their body confidence and by the end of the procedure, they want to have a chest they can be proud of.

Our surgeons can offer you expert advice and a safe, confidential environment to talk over your thoughts and expectations. They will always advise the best course of action *for you*. This means turning some prospective patients away if surgery is not the right option. There is never pressure to proceed with surgery.

## Breast Enlargement

Breast enlargement (also known as ‘breast augmentation’) continues to be one of the most sought after plastic surgery procedures in the UK. Your surgeon will talk you through the procedure in detail including the associated risks. They will recommend the best shape and size of breasts for your frame and advise you on the safest, most suitable implants currently on the market. Many clients describe the results of a breast enlargement procedure as “life changing”.

## Breast Reduction

Another life changing procedure for many clients, breast reduction surgery can reduce back, neck and shoulder pain, improve confidence and give breasts a more youthful appearance. Breast reduction produces some of the highest patient satisfaction rates for any procedure. Your surgeon will be able to help you understand the procedure in detail, explain recovery times and offer you one of the very best aftercare packages on the market.

“What can I say but ‘Thank You’ for the excellent service you provided me.

All I can say about my breast augmentation is ‘wow’. They are perfect in every sense of the word and I couldn’t be happier. Thank you for your advice as they do fit my frame perfectly. Again, thank you – got the fantastic result.”

– Words by N.F. – Breast Augmentation Patient



THE TIMES

Mr Staiano has been featured in ‘The Times’ and ‘The Mail on Sunday’ talking about the designer boob job, which stresses the importance of having access to all available implants to give a couture result rather than being tied to one implant make or manufacturer. We focus on customer service and ethics to give every patient a personal, professional service with the aim to give the best possible result and experience to you.

The Mail  
ON SUNDAY



embarrassing  
bodies

See Us On Embarrassing Bodies – Jonathan Staiano performs a massive breast reduction

Jonathan has a wealth of experience and has performed countless breast reduction operations successfully. He is a leading expert on breast reduction and has featured on Channel 4’s Embarrassing Bodies program performing a massive breast reduction.





## Breast Lift with Implants

### – ‘Augmentation Mastopexy’

A breast lift improves the shape of the breasts and breast enlargement increases the size of the breasts. Often by lifting the breasts with a breast lift and restoring the volume of the breast higher in the chest, it feels like the breasts have been enlarged. However, if the volume of your breasts is too small, then you may choose to have a breast enlargement as well as a breast lift. This will lift the breasts as well as increasing the volume. This can be done in two stages or it can be performed in one operation. Our surgeons will explain all of the options available and will go through all of the pros and cons with you in the clinic.

## Breast Uplift

Breast uplift or implant? This is a common question and your surgeon will be able to help you make the right choice for you and your breasts. Medically known as a “mastopexy”, the procedure is a good option for women who have breastfed their children or who have lost weight and are experiencing a drooping or sagging in their breasts. A breast uplift will improve the shape of your breasts, however it doesn’t address problems with volume or size. In some cases, a breast uplift can be combined with implants to restore volume. Your surgeon will be able to advise you on the best procedure for you.

“*Thank you for the excellent work and the equally outstanding service. I am really happy with everything and now feel so much better within myself and my confidence levels are through the roof. I feel like an early 20 something again and for that, I am eternally grateful.*”

– Words by L.A. – Breast Lift Patient



# Male Breast Reduction (Gynaecomastia)


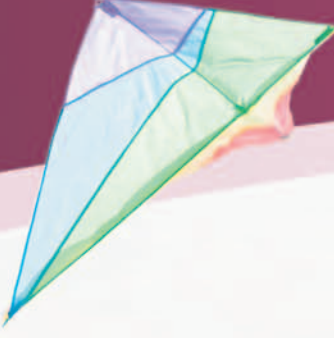
Gynaecomastia, or excessive breast growth in males, can be due to a number of causes. Hormonal imbalance is a major cause commonly due to the onset of puberty or rarely, a hormone-secreting tumour (eg. pituitary or testicular tumour). Gynaecomastia can be a side-effect of certain treatments such as those used for prostate cancer or sickle-cell disease. Other drugs may cause gynaecomastia such as marijuana or steroids, but the most common cause is 'idiopathic.' This means that no cause is found.



## Breast reduction for mild gynaecomastia with no skin excess

For this patient group, liposuction is an effective treatment. It leaves minimal scarring with only small incisions and will effectively remove the excess breast tissue as long as it is predominantly fatty. Sometimes there is dense breast tissue behind the nipple that cannot be removed with liposuction. In these cases, the tissue needs to be removed through an infra-areolar incision. This is a half-moon shape incision below the nipple. The scar is planned at the junction between the pigmented areolar skin and the paler skin of the chest wall. By leaving the scar here, it is well hidden and is often difficult to see once the initial redness has faded.





Gynaecomastia can cause psychological and emotional distress as men can feel unable to take their shirt off in public and often feel uncomfortable wearing T-shirts or any tight top that may show the contour of the chest.

**“He has gone in the army now but I can write on my sons behalf. It tells a story, because without the amazing results you gave him he would not be where he is now.** The confidence you gave him goes without saying. How you made him feel from the very first moment he walked through your door was amazing, at ease and most of all confident. I'd say you're doing extremely well and the service you provide is excellent. Fantastic what you have done for him as a person, talking from a mothers point of view. Thank god we found you and your fab team.”

– Words by Mother of Gynaecomastia Patient



**“Thank you for giving me the best Xmas present ever.”**

– Words by M.L. – Gynaecomastia Correction Patient

### **Breast reduction for mild gynecomastia with moderate skin excess**

To reduce breasts with moderate skin excess, again liposuction forms the mainstay of treatment for these cases, usually combined with the small incision below the nipple to remove the dense breast tissue behind the nipple. A modest amount of skin excess in a young healthy patient with good skin quality (non-smoker) would be expected to shrink and recoil once the underlying tissue was removed.

Alternatively, skin can be removed and the breast skin tightened, but this involves more scars. The scars involved in a modest skin reduction would be all the way around the nipple. Again, this scar is relatively well hidden as it sits at the junction between the areolar and chest skin, but it is often puckered initially. This puckered appearance will settle and flatten after some months.

### **Breast reduction for severe gynecomastia with skin excess**

In these situations, there is a significant excess of both breast tissue and skin and it is difficult to address this without causing more extensive scarring. The pattern of scars may vary, but the techniques all involve scars that extend on to the chest wall and so will be more visible than the infra-areolar (underneath the nipple) or circumareolar scars (all the way around the nipple) scars.

### **Breast reduction for obese patients with gynecomastia**

Gynaecomastia is certainly more obvious in obese patients and losing weight is the first line of treatment in this group. For those patients that are not overweight, surgery is the most effective means of tackling the problem. The surgical option used depends on the degree of gynecomastia.

# Tummy Tuck

Tummy tuck or abdominoplasty involves removing excess abdominal skin and fat as well as tightening the rectus abdominis muscles (the six-pack). Patients that are good candidates for this surgery are those that have been pregnant and/or lost a lot of weight. Stretching of the abdominal wall can cause the rectus abdominis muscles to spread apart. The rectus abdominis is the muscle that is responsible for the six-pack appearance of a well toned abdomen and it can be brought back together at the same time as a full tummy tuck.

## Full Tummy Tuck

A full tummy tuck involves removal of the skin and fat from the umbilicus (belly-button) to the pubic bone (the area where the scar for a Caesarian section normally sits). The remaining skin from the belly-button to the rib cage is then stretched down to close the space. At the beginning of the operation, the belly button is freed up from the surrounding skin and at the end of the operation, it is replaced in its natural position. This leaves a scar around the belly-button as well as a long scar in the lower abdomen usually from one hip to the other, although this can be hidden when wearing a bikini. Not all patients are candidates for a full tummy tuck as there needs to be a significant amount of skin laxity to be able to bring the skin from the belly-button down to the pubic bone. Patients with only a modest amount of skin excess in the lower abdomen may be better suited to a mini tummy tuck.

## Mini Tummy Tuck

A mini tummy tuck is the ideal operation if you have excess or saggy skin in your lower abdomen following childbirth or weight loss. This skin excess is usually resistant to all forms of exercise or dieting. It can be very frustrating to have lost the weight and to still have a lower abdominal fullness, or paunch, no matter how much exercise you do. The main problem is excess skin rather than fat. It loses its elastic recoil and no amount of dieting or exercise will cause it to shrink back. Surgery, in the form of a mini tummy tuck, will remove the excess skin but it will leave a scar. The scar is shorter than in a full tummy tuck and will be hidden in a bikini. There is no scar around the belly button following mini tummy tuck but the belly button may be pulled down a bit.

## Body Countouring

The Staiano Clinic can also offer body contouring procedures which can compliment your breast reshaping surgery.

**“ I am totally astounded at the result of my operation even at this very early stage.**

When I looked in the mirror I burst into tears it was the most miraculous sight almost as if you had taken hold of a giant eraser and rubbed out the awful belly overhang/pouch. Not one single bruise/sign of swelling. I am amazed by the wonderful outcome of my operation and my husband is also!! I cannot thank you enough, this has totally changed me and made me feel so happy I cannot stop grinning!! Life changing. ”

– Words by S.S. – Tummy Tuck Patient (written at 9 days post op)





# Liposuction

Liposuction can produce dramatic results and leaves only minimal scarring.

It is important to realise the limitations of liposuction, as it is not a method for losing weight. You should be stable at your ideal weight, preferably with a BMI below 30, before considering having liposuction. Liposuction is particularly effective for removing stubborn areas of fat that persist despite losing weight. The hips and outer thigh respond well to liposuction and it is also an effective tool when combined with other

procedures such as to the flanks during abdominoplasty and liposuction to gynaecomastia. The minimal scarring is a major advantage of liposuction, but it also means that there can be no removal of skin. In areas where there is excess skin as well as fat, then skin excision procedures may be better suited.

These include areas such as the arms, the abdomen and the inner thigh where brachioplasty, abdominoplasty and thigh lift are often the procedure of choice.

## Thigh Lift

A thigh lift is a procedure that is usually reserved for patients who have lost a lot of weight and have lost skin laxity.

There are different ways of performing a medial thigh lift depending on the amount of skin laxity. The outer thigh responds well to liposuction, but it is the inner thigh (also referred to as the medial thigh) where there is frequently redundant skin which needs to be removed and tightened. This is called a medial thigh lift.

If you are troubled by excess skin on your inner thighs, particularly if you have lost a lot of weight, then this may be a suitable procedure for you.

## Arm Reduction

Arm reduction removes excess tissue on the upper arms, also known as 'bat wings' or 'bingo wings'. This can be unsightly and uncomfortable. Patients who may require arm reduction are people who have lost a lot of weight. Skin is stretched when people are overweight and when that weight is lost, often the skin does not recoil and this leaves redundant skin hanging on the arms. Also an increase in skin laxity can be a normal part of the ageing processes and so 'bingo wings' are associated with old age but they can occur earlier in patients with excessive sun exposure or heavy smokers as both of these things damage the skin and make it thinner.

Arm reduction surgery (also known as brachioplasty) involves removing the excess skin on the arms to recontour and reshape the arm. It will inevitably leave a scar, but we do our best to hide the scar where it is unlikely to be seen.

“Simply amazing.

*I never thought it was possible to feel so at ease about a piece of my skin being cut out of my arm!*

Both Jonathan and the nurse were fantastic. If I have ever had any questions, Jonathan was only ever an email away and I always felt like I could attend the Surgery should I need further advice.

If I ever needed anything in future, Staiano Plastic Surgery would be my first point of call. ”

– Words by C.S. – Arm Reduction Patient

# See and Treat Clinic

Offering an efficient same-day service, we can 'see and treat' you during your initial consultation. We have state of the art facilities in Birmingham with a fully equipped operating suite on site to allow us to carry out a full range of procedures under local anaesthetic on a 'walk in, walk out' basis.

Registered with the CQC and offering competitive fixed price packages for self pay patients. We also accept referrals from your GP or dermatologist.

*“No need to wait!”*



## Areolar Reduction

Reduction of the areola is an integral part of a breast reduction or uplift, however, if you are happy with the size and shape of your breasts, but simply feel that your areolae are too large, then an areola reduction may be for you.

Areola reduction is a relatively simple procedure that can be done under local anaesthesia (this means that you stay awake) and can be done on the same day as your consultation (with prior arrangement). There will be a scar all the way around your areola, the scar is placed on the edge of the areola between the darker skin of the areola and paler skin of the breast. This means that once the scar has faded, after several months, it can blend in well.

## Inverted Nipple Correction

Inverted nipple correction is a simple procedure that can be done in the clinic under local anaesthetic. It is a lunchtime procedure that can be performed on the same day as your consultation with minimal scarring and minimal downtime.

Inverted nipples are usually caused by a shortening of the milk ducts. If your nipples have recently become inverted or if you have any associated symptoms, such as a lump in your breast or discharge from your nipple, then it is important that you see your general practitioner to make sure that there is no cause for your nipple inversion. If your nipples are not always inverted, but will sometimes come out, then it may be worth trying the non-surgical option of a suction cup, known as a 'Nipplette' device as this can improve the situation, although the results are often short-lived and may not be permanent.

Permanent correction of inverted nipples is more predictable with a minor surgical procedure. This is something that can be performed on a 'walk in, walk out basis' so within a few hours of visiting the clinic, you could be walking out with your problems solved.

## Tattoo Removal

Tattoos are becoming increasingly common and mainstream. However, the increase in accessibility and the change in the public perception of tattoos has meant that it is also becoming more common for people to have a tattoo without possibly thinking of the long-term consequences and the fact that it is permanent. Tattoo removal can be difficult, painful and expensive but is increasing in demand. Excision of the tattoo could be considered for tattoos that have not responded well to laser removal.

Tattoo removal by surgical excision is what we specialise in here at The Staiano Clinic. Not all tattoos are suitable for surgical excision as it will depend on the size and location of the tattoo. Please contact us for more details and feel free to send a photograph of your tattoo to [info@staianoplasticsurgery.co.uk](mailto:info@staianoplasticsurgery.co.uk) for advice on whether it would be suitable for surgical excision.

*“It has saved me so much money, time and pain by getting it all done and removed in one sitting.”*

– Words by H.S. – Tattoo Removal by Surgical Excision Patient





## Mole/Cyst Removal

You may have just returned from holiday and want reassurance that a mole is nothing sinister, or you may have made up your mind that you would like to have your mole removed.

We offer mole removal with a same-day service and can see and treat you during your initial consultation. Whether it is a mole that has recently changed, or one you just don't like the look of, within a few hours of your consultation, it could be gone forever.

## Split Earlobe Repair

Jonathan Staiano has a particular interest in the repair of the split earlobe and has published a technique to repair the earlobe while keeping the hole. Direct suture of the split earlobe can result in a notch in the earlobe if the scar contracts over time. Furthermore, it means that the ear will need to be pierced in a new, unscarred area and this can cause asymmetry with piercing in the opposite ear.

To overcome these problems, we can perform split earlobe repair using a double flap technique which avoids a straight-line scar that is prone to contracture and allows for the earring hole to be recreated in the original position and so earrings can be worn again without re-piercing.

This technique can be done under local anaesthetic as an outpatient procedure. We can often perform the procedure on the same day as the consultation.

## Our Complete Care Package

– unrivalled patient care is our priority

**All of our surgeons are at the top of their profession with extensive experience, and are fully qualified plastic surgeons FRCS(Plast), and members of BAAPS and BAPRAS.**

- Consultant led initial consultation
- Come back to see your surgeon as often as you like prior to surgery
- Complimentary parking
- For our high-profile clients, we have a discreet car park & private entrance
- Closed Facebook group – ask questions privately to other patients.

## Prominent Ear Correction

Prominent ears, also known as bat ears, can cause embarrassment and unhappiness and can be the cause of bullying. Correction of prominent ears can be done as a day case and the operation takes about an hour. It can be done under local anaesthetic (you stay awake) or general anaesthetic (you go to sleep).

The operation involves making an incision in the fold behind the ear which will leave a scar between the ear and the scalp. The cartilage of the ear is then remoulded to improve the contour and set the ear back.

Following surgery, you will have a head bandage, which will stay on for 7-10 days. The head bandage is removed in the dressing clinic and then a head band at night is all that is needed. The results of the surgery are immediately obvious but the ears will be bruised and swollen for some time and it will be several months before the final result will be apparent.

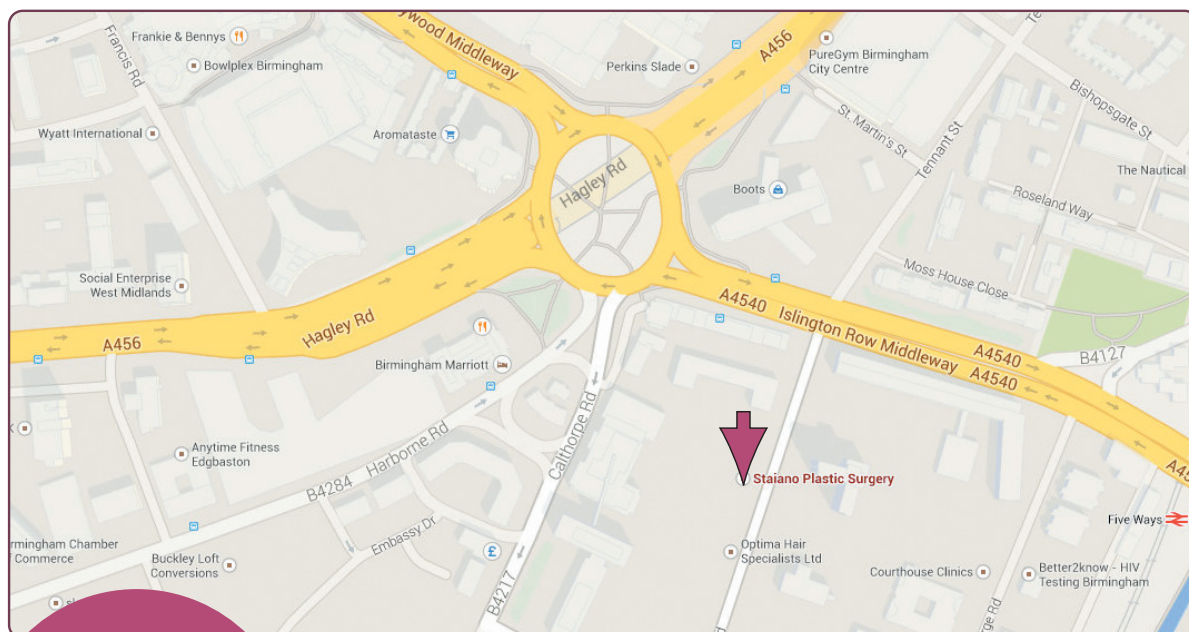
- Buddy Scheme – your opportunity to talk to one of our patients about your hopes, fears and experience of surgery
- 0% Finance available
- A post-operative bra/garment provided for your comfort after surgery
- Up to 24 months cover for revision surgery
- Lifetime warranty with all implants
- Consultant led follow up appointments
- Complimentary counselling sessions for emotional support
- Chauffeur service available

*“Our complete care package is unrivalled by any other company.”*

As part of our commitment to patient satisfaction and patient care, all of your follow up appointments will be free of charge. This means that you can be safe in the knowledge that you will be able to come back to the clinic if you have any questions or concerns at any time.



# How To Find Us



For more  
info call:  
0121 454 3680

We are happy to help  
answer any questions  
you may have!

“Absolutely thrilled, whole experience has been so much more reassuring and positive than I imagined it could be. I never imagined my breast surgery would go so smoothly, even the recovery has been amazing. Jonathan is exceptional and has helped me to achieve just what I wanted with minimal fuss. Fabulous surgeon. Would absolutely recommend anyone to go to the Staiano Clinic if they are considering surgery.”

– Words by L.M. – Breast Augmentation Patient



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