



# PRESS RELEASE

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## World Record-Holding Plastic Surgeon Releases “The Scoop on Breasts”

*Dr. Ted Eisenberg Busts the Myths About Breasts and Breast Implants*

PHILADELPHIA, PA– Dr. Ted Eisenberg, Guinness World Record holder for the most breast augmentations performed in a lifetime, has tapped into that experience to write *The Scoop on Breasts: A Plastic Surgeon Busts the Myths*. In the book, co-authored with his wife, Joyce Eisenberg, he shares stories from his unique career and candidly answers hundreds of actual patient questions.

“Both men and women have a lot of questions and misconceptions about breasts and breast implants,” said Ted Eisenberg. “There is no stereotypical patient. My patients range in age from 18 to 63, and only a tiny percentage are exotic dancers. Most women want to look natural and proportional, and they are surprised to discover that they aren’t the only ones with different-sized breasts. Breasts are sisters, not twins.”

In 2010, about 336,000 women in the United States had breast augmentation; worldwide, that number exceeded 1.5 million. *The Scoop on Breasts* includes titillating tidbits and extra padding about breasts and breast implants around the world -- from Down Under, where the Royal Australian Navy paid for its sailors’ breast implants, to Great Britain, whose women have the largest breasts in Europe.

The book is augmented with more than 200 photographs and illustrations. It’s available in paperback for \$17.95, in e-book formats, and as an iBook through Apple’s iBookstore.

*“Most women want to look natural and proportional, and they are surprised to discover that they aren’t the only ones with different-sized breasts. Breasts are sisters, not twins.”*

### About the Authors

Dr. Ted Eisenberg, a Philadelphia plastic and reconstructive surgeon and creator of the IDEAL Breast Lift™, has performed more than 5,000 breast augmentations. He holds the Guinness World Record for the most breast augmentations performed in a lifetime. An inductee in the International Knife Throwers Hall of Fame, he is ranked as an expert knife thrower and is nicknamed “The Boobinator.” For more information, go to [www.LookingNatural.com](http://www.LookingNatural.com).

Joyce Kirschner Eisenberg is the author of *Let’s Visit Grenada* and co-author of the *Dictionary of Jewish Words*. She frequently writes on topics ranging from parenting and travel to bagels and breasts. For more information, go to [www.TheWordMavens.com](http://www.TheWordMavens.com).

For more information about *The Scoop on Breasts: A Plastic Surgeon Busts the Myths*, please visit [www.TheScoopOnBreasts.com](http://www.TheScoopOnBreasts.com).

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# ABOUT THE BOOK

## TITLE

*The Scoop on Breasts: A Plastic Surgeon Busts the Myths*

## AUTHORS

Dr. Ted Eisenberg & Joyce K. Eisenberg

## CATEGORY

Humor/Adult  
Health & Fitness

## PAPERBACK

208 pages

## PRICE

\$17.95

## PUBLICATION DATE

June 2013

## PUBLISHER

Incompra Press

## LANGUAGE

English

## ISBN - 13

978-0985724900

## PRODUCT DIMENSIONS

7.5 x 6.5 x 0.5 inches

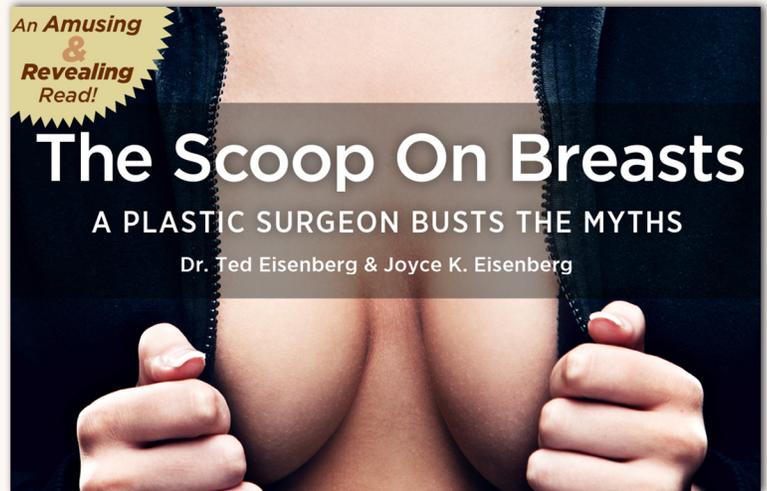
## DESCRIPTION

Whether you want to augment them, lift them, reduce them, or embrace them just the way they are, you'll get the inside scoop about breasts and cosmetic breast surgery in this educational and entertaining book. Dr. Ted Eisenberg, a plastic surgeon who holds the Guinness World Record for most breast augmentations done in a lifetime, candidly answers hundreds of actual patient questions like: Am I too old for breast augmentation? Will my implants boil in a hot tub? Do I need to replace them every 10 years?

Joyce Eisenberg offers up titillating titbits and extra padding about breast goddesses, go-topless days, and Great Britain, whose women have the largest breasts in Europe. Filled with more than 200 photographs and illustrations, *The Scoop on Breasts: A Plastic Surgeon Busts the Myths* is an amusing and revealing read. By book's end, you'll consider the authors your BBFs: Bosom Buddies Forever.

## SOCIAL MEDIA

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Also available in e-book formats through:



# ABOUT THE AUTHORS

## DR. TED S. EISENBERG

Ted S. Eisenberg, D.O., Director of the East Coast Center for Cosmetic Breast Surgery in Philadelphia, is an accomplished plastic and reconstructive surgeon, teacher, lecturer and author. For the first 14 years of his career, he performed general plastic and reconstructive surgery from head to toe. Since 1999, he has focused his practice exclusively on cosmetic breast surgery. Dr. Ted, who has performed more than 5,000 breast augmentations, holds the Guinness World Record for the most breast augmentations done in a lifetime.

A leader in his profession, Dr. Ted has been at the forefront of groundbreaking techniques in plastic surgery. Much of his earlier work involved the use of tissue expander implants for breast, scalp, eye and nose reconstruction. He is the creator of the IDEAL Breast Lift™, an innovative procedure that maximizes the lift and minimizes the scar, and he teaches his cosmetic breast surgery techniques to doctors around the world.

Dr. Ted did a short stint as a stand-up comic but decided to keep his day job. An inductee in the International Knife Throwers Hall of Fame, he is ranked as an expert knife thrower and is nicknamed “The Boobinator.”

[www.LookingNatural.com](http://www.LookingNatural.com)

## JOYCE K. EISENBERG

Joyce K. Eisenberg, a writer and editor, is a longtime contributor to Fodor’s Travel Guides and author of *Let’s Visit Grenada* (Chelsea House.) Joyce was the former editor of the Delaware Valley Edition of *Travelhost Magazine*; her travel articles have appeared in *Inside*, *Woman’s World*, *GlobeHopper*, *Military Lifestyles*, *Travel-Holiday* and *Walking* magazines.

Her 15-year stint as an editor at a Philadelphia Jewish newspaper gave her the chutzpah to co-author the *Dictionary of Jewish Words* (Jewish Publication Society, 2006) with Ellen Scolnic. Together they present programs and write as The Word Mavens; their essays and feature articles appear regularly in *The Philadelphia Inquirer* and in newspapers and websites nationwide.

Joyce’s chapter on interfaith marriage is included in *Jewish Marital Status* (Jason Aronson, 1989.) She has edited *Fannie’s Favorites*, a series of kosher cookbooks; *Light in Darkness*, a Holocaust memoir; books on community banking and dyslexia; and numerous Fodor’s guides. A former English teacher, Joyce has taught memoir writing and is the founder of the Playpen Writers Group.

[www.TheWordMavens.com](http://www.TheWordMavens.com)



# TESTIMONIALS

*“From his masterful literary prowess to his exemplary surgical skills, Dr. Ted and The Scoop on Breasts both belong on a mighty fine rack. Ideally, yours.”*

– Ruth Weisberg, Media Personality



*“As a psychologist and former model, I know the utmost importance of body-image satisfaction for women’s self-esteem. This book is an informative, compassionate and comprehensive guide to breast enhancement surgery, a must-have for women who want to take charge of their genetic destiny.”*

– Victoria Zdrok, J.D, Ph.D.

*“Dr. Ted has shown me that humor and breast augmentation go hand in hand. His interviews with me on radio and TV have been fun and informative. I’m still pretty perky now, but someday I will be calling Dr. Ted for a lift.”*

– Jay Thomas, actor, comedian

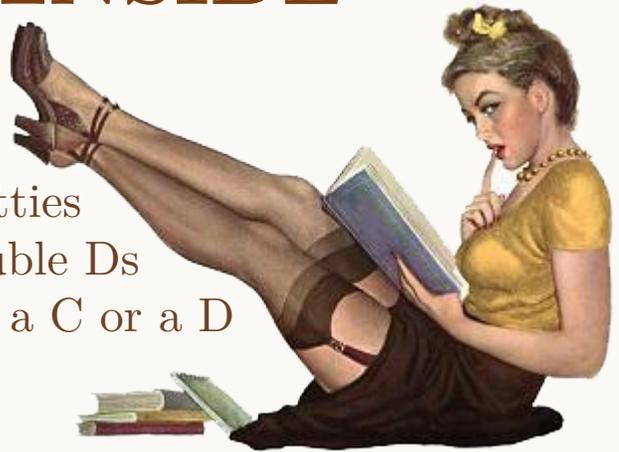
*“Thank you for making my dream come true; this is what I’ve always wanted! I came to you and it all happened. I couldn’t be happier with the results of my breast augmentation surgery. Based on my results and the treatment and care I received from your staff, I would recommend anyone to your office. My mother also says thank you for taking care of me as if I were your own!”*

– Kristina, Patient

# A PEEK INSIDE

## WHAT YOU'LL READ

- Chapter 1: A Tale of Two Titties
- Chapter 2: The ABCs of Double Ds
- Chapter 3: To B or Not to B a C or a D
- Chapter 4: Size Matters
- Chapter 5: Tits & Ask
- Chapter 6: Surgery: Ready, Set, Go
- Chapter 7: Recovery: Is That Normal?
- Chapter 8: The Three Rs: Raise, Reduce, Replace



## WHAT YOU'LL LEARN

- Will drinking milk make my boobs grow?
- Can you take the extra fat from my butt and put it in my breasts?
- What exercises should I do to make my breasts bigger?
- When will my breasts get saggy?
- Do I need big breasts to have cleavage?
- Do breasts grow if a boy presses on them?
- Why aren't my breasts the same size?
- Why do some men have A or B cups?
- Why do some women have extra nipples?
- Do implants cause breast cancer?
- Can implants be put in through the nipple?
- Will my implants cook in a tanning bed?
- Will my breast implants melt in a sauna?
- Will scuba diving harm my breast implants?
- My mom has big breasts. Why don't I?
- Is it true that my implants will explode at 35,000 feet?

# BREAST AUGMENTATION TITBITS

- In 2012, 1.5 million women around the world had breast augmentation surgery. About 336,000 of them were in the United States.
- The U.S. Food and Drug Administration (FDA) currently recognizes three implant manufacturers (Allergan, Mentor and Sientra) and two types of implants (saline and silicone gel). Each comes in a variety of sizes, shapes, profiles and textures.
- Ten years ago, my patients chose 350 cc saline implants on average. Now, the average size is 425 ccs.
- To date, my oldest patient was 63; she was 20 years younger than the California woman who had a breast augmentation and lift in June 2011.
- The large majority of women want to “look proportional.” Some want to “turn heads.” Just a few want to “stop traffic.”
- The FDA and implant manufacturers have approved saline implants for women 18 and older, and silicone gel implants for women 22 and older.
- In the United States, the average age of a breast augmentation patient is 33.

## BUSTING 10 MYTHS ABOUT BREASTS & BREAST IMPLANTS

1. Symmetrical breasts are a rare scenario. Breasts are sisters, not twins.
2. Breast implants do not need to be replaced every 10 years.
3. It is possible to breastfeed after getting implants.
4. Only a tiny percentage of my 5,000 breast augmentation patients are exotic dancers.
5. Bigger implants are not more expensive than smaller ones.
6. Implants will not cook in a tanning bed.
7. If you have breast implants, you can still get a mammogram.
8. Breast implants will not lift saggy breasts.
9. No amount of exercise can make breasts bigger, but weight gain can.
10. Implants aren't fragile. Three months after surgery, women do kickboxing and bodybuilding, and their implants are fine.



### TOP 5 COUNTRIES FOR BREAST AUGMENTATION\*



\*BIG BREAST FONT USED IN THIS GRAPHIC

# The IDEAL Breast Lift™

*Dr. Ted Eisenberg's innovative technique takes the guesswork out of Breast Lift surgery - with and without implants.*

Have you ever tried to cut your hair yourself? You trim a little bit from the left side and then a little bit from the right, using your ears as a guideline. Oops. It's not even, so you go back and forth and back and forth. Before you know it, your hair is too short.

Plastic surgeons have a similar challenge during breast lift (mastopexy) surgery when they strive to lift and even out droopy breasts. The traditional approach is to draw a pattern, cut away the skin on one side, and then tailor tack it back together. Surgeons repeat the process on the other side and then compare. If the breasts are not symmetrical, they go back and forth, trimming skin until the breasts are even.



After years of using this approach, Eisenberg had an “aha moment” in the operating room: “I wondered what would happen if I reversed the process and tacked the skin together first on both breasts, so I could see the new shape and symmetry before I made a single incision?” he said. He was delighted with the results. “With this technique, I could see precisely how much skin needed to be removed. It took the guesswork out of the procedure.”

Eisenberg's staple-first technique for moderately to severely ptotic (droopy) breasts provides maximum lift and tightening of extra breast tissue and can address any degree of breast asymmetry. The approach is particularly useful for an augmentation mastopexy, in which breast implants and a breast lift are combined to achieve the desired result.

Eisenberg frequently lectures about the IDEAL Breast Lift and teaches his technique to surgeons around the world who attend his live surgery workshops.

*For more information about Dr. Ted Eisenberg and to see his before and after photo gallery, go to: [www.LookingNatural.com](http://www.LookingNatural.com).*

*“With Dr. Eisenberg's IDEAL Breast Lift procedure, you see the end results before a single incision is made, and the confidence this affords is invaluable. Without hesitation, I would recommend this technique to both experienced and novice breast surgeons - as a revolutionary approach to simplifying the difficult augmentation-mastopexy procedure.”*

*– D.L., MD, Texas*



Dr. Ted Eisenberg

# The IDEAL Breast Lift™

## News & Media Coverage

JULY  
2010

### Previsualization Takes Guesswork Out of Augmentation/Mastopexy Surgery

Rochelle Nataloni, *Cosmetic Surgery Times*

*“Dr. Eisenberg’s innovation relies on the use of surgical staples to temporarily fasten the breasts into their new higher position, enabling him to see exactly how the breasts will look before he makes a single incision. The technique personifies the adage, “measure twice, cut once.”*

SEPT  
2012

### The Jay Thomas Show

Sirius XM 104, Weekdays 3pm-6pm ET

*Jay Thomas, an actor, comedian and radio talk show host, interviewed Dr. Eisenberg about cosmetic breast surgery, including his IDEAL Breast Lift. The station promo read: “The Guinness Book World Record holder for the most breast augmentations performed in a lifetime is also a knife thrower.”*

SEPT  
2009

### Wired 96.5 FM: Breast Lift Video Series

Casey, On-Air Personality, WRDW-FM Philly Hits and Hip-Hop Radio Station

*Casey, a popular Philadelphia DJ on Wired 96.5 radio, chose Dr. Eisenberg to perform her breast lift surgery and then recorded a 7-part video blog about her experience – before, during and after surgery. The intimate and entertaining series has attracted more than 50,000 YouTube views.*

## ACADEMIC PUBLICATIONS

SEPT  
2012

### Cosmetic Surgery: Art and Techniques - Chapter 39

Melvin Shiffman, Albert Di Giuseppe, Editors (Springer)

### Simultaneous Augmentation Mastopexy: A Technique for Maximum En Bloc Skin Resection Using the Inverted-T Pattern Regardless of Implant Size, Asymmetry, or Ptosis

*Aesthetic Plastic Surgery (Innovative Techniques), Vol. 36, No. 2*

APRIL  
2012

### Augmentation Mastopexy for Moderately to Severely Ptotic Breasts: Pre-Visualizing Breast Shape and Symmetry With the Innovative and Versatile Staple-First Technique

*American Journal of Cosmetic Surgery, Vol. 26, No. 3*

SEPT  
2009



# DR. EISENBERG IN THE NEWS

## News & Media Coverage

For the latest news about The Scoop on Breasts, go to [www.thescooponbreasts.com/eventsmedia](http://www.thescooponbreasts.com/eventsmedia)

2009-  
2012

### The Knife-Throwing Plastic Surgeon

- *The Philadelphia Inquirer*: “Nip and Duck: Surgeon’s Cool Hobby Is Throwing Knives at Targets”
- CBS 3 TV: Interview with Sean Murphy: “The Knife Throwing Plastic Surgeon”
- The Jay Thomas Show: Sirius XM 104
- AOLNews.com: “Philadelphia Breast Surgeon Moonlights as Knife Thrower”
- NewsTalk 106-108 FM Ireland: national broadcaster
- The Sports Goombas: Sports Talk Radio, WOND 1400 AM
- Gawker.com: “Meet the Knife-Throwing Boob Surgeon Who Set a World Record”

2010

### THE IDEAL BREAST LIFT

- *Cosmetic Surgery Times*: “Precision Augmentation Mastopexy”
- *New You Magazine*: “Perk Up: Restore Their Joie de Vivre”
- *Wired 96.5 Radio, Philadelphia*: Subject of DJ’s video blog about her experience before, during and after breast lift surgery
- *Numerous appearances on nationally syndicated Talk Radio shows*: hosted by Mel Robbins, Rebecca Bent, Frankie Boyer, Kim Iverson, and others

2009

### SALINE VS. SILICONE IMPLANTS

- NBC-TV “Health Watch” with Robin Stolloff
- *Metro Philadelphia*: “Is Silicone Really Better?”

2000 -  
Today

### COSMETIC BREAST SURGERY

- *The Philadelphia Inquirer*: “No End to the Quest for More Curves”
- *Inside Edition*: Guest on CBS-TV’s syndicated news magazine
- *Q102 FM*: Live appearances on this top-rated Philadelphia radio station
- *Wired 96.5 FM*: “Ask the Expert” series

1987-  
1989

### GROUNDBREAKING USE OF TISSUE EXPANDERS

#### FOR BALDNESS

- NBC-TV Health Watch
- *The Philadelphia Inquirer*: “Surgery Results in a New Hairstyle” and “It Was a Bit of a Stretch, But It Reversed His Baldness”
- *The Northeast Times*: “An End to Baldness? Doctor May Have the Solution in the Bag”

#### FOR NASAL RECONSTRUCTION AFTER CANCER

- ABC-TV Evening News
- *The Philadelphia Inquirer*: “Philadelphia Surgeon Uses New Technique to Replace a Nose Lost to Cancer”

#### FOR BREAST SURGERY FOR POLAND’S SYNDROME:

- *The Philadelphia Inquirer*: “Skin Repair Is Expanding: Soft Tissue Expansion is Giving Hope to Victims of Cancer, Burns, Accidents and Birth Defects”



PHILADELPHIA



# GET TO KNOW DR. TED

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LOCAL NEWS

The Philadelphia  
Inquirer

## SURGEON'S 'COOL HOBBY' IS THROWING KNIVES

By Art Carey, Inquirer Staff Writer 7/1/09

Ted Eisenberg is proud of the fact that he has a "cool job."

He specializes in cosmetic breast surgery, and over the last 10 years he's made more than 4,000 women happier by making their breasts bigger, smaller, higher, or more symmetrical.

Now Eisenberg has what he calls a "cool hobby" - throwing knives and tomahawks.

"I work with scalpels in the operating room, but I don't throw them," he hastens to point out.

Since becoming serious about knife-throwing a year and a half ago, Eisenberg, 57, has practiced with the zeal of a fanatic and done well enough in competitions to bring home trophies.

"I want to be the best," Eisenberg says. "But I wouldn't do it if I didn't love throwing knives. When you get a perfect stick - that thunk - it's like the whole universe coming together in that moment just for you."

In his backyard in Merion Park, Eisenberg has erected a target - five log rounds bolted to a sturdy backboard - and there he sharpens his skills with balanced knives, Bowie knives, and tomahawks. He tries to practice two hours a day, every day, and is deterred only by rain, snow, and nightfall.

Driveway markers set in the turf along a well-worn path indicate increasing distances from the target - 8, 11, 14, 17, and 20 feet. Eisenberg, often dressed in his blue scrubs, is the picture of concentration as he takes steady aim, slowly draws his arm back, and flings the knife or tomahawk. Not only must the knife be on the correct trajectory to hit the bull's-eye - a four-inch circle in the center of the log slice - but it must rotate the correct number of times for the point of the blade to stick.

The balanced knife, made of steel, is at least 12 inches long and designed so it can be thrown by either handle or blade. It weighs about an ounce an inch and is sharpened only on the tip. The Bowie knife is also at least 12 inches long, with a handle made of wood, bone, or leather, and is thrown only by the handle because its blade is honed on one edge from the tip to the handle.

Throwing knives has actually made him a better surgeon, says Eisenberg, who

was an innovator in reconstructive plastic surgery before deciding to become a breast man.

"My work spills into my hobby, and my hobby spills into my work. In the OR, I'm super-observant, and I bring that focus to my knife throwing.

"Then there's the Zen of throwing over and over. When I'm practicing, I feel calm and serene, and I void my mind and body of outside thoughts. I think I'm better in the OR because of that."

Growing up in Wynnefield, Eisenberg, like most boys, carried a pen knife. He admired pioneering tough guys such as Davy Crockett and Jim Bowie who used knives to fend for themselves in the wilderness. He was impressed by cinematic heroes such as James Bond and Crocodile Dundee who extricated themselves from the clutches of villains by throwing knives with supernatural accuracy.

"It's a primal kind of thing," Eisenberg admits. "I feel like I can protect myself and my family. I can go out and hunt. If I had to, I could be a provider."

He pauses, considers his suburban habitat. "I could provide a rabbit or squirrel." "Yes, or chipmunk sushi," quips his wife, Joyce.

She is another "cool" element in Eisenberg's life. They met in summer camp and have been married 36 years and have two grown children. He calls her his "catalyst" and "opportunity finder." About 2 1/2 years ago, after Eisenberg requested some throwing knives for Hanukkah, Joyce was nonplussed, but she managed to find some.

At first, Eisenberg aimed at a maple tree in the front yard, but the wood was too hard and the knives wouldn't stick. Next he began throwing at an old hollow-core door propped up in his garage.

Last year, through the Internet, he connected with Joe Darrah, 51, a knifemaker who lives in Berwyn. Darrah, who is one-quarter Blackfoot Indian, began throwing knives when he was 5 and is an eight-time world champion.

Eisenberg asked Darrah for some coaching. The first visit, the two men spent six hours throwing. "I had a hard time leaving," Eisenberg says.

"He picked up the sport immediately," Darrah says. "His eye-hand coordination is absolutely phenomenal." Darrah was so impressed with his new protege



MICHAEL BRYANT / Staff Photographer  
Ted Eisenberg, a cosmetic breast surgeon, throws knives and tomahawks in competition. He stands before targets in his backyard made from log slices. "When I'm practicing," he says, "I feel calm and serene. . . . I think I'm better in the OR because of that."

that he made him an engraved "throwing scalpel."

Eisenberg visited Darrah at least a half-dozen times, improving with each session. Darrah encouraged him to enter a competition in Port Republic, N.J., last June.

In the knife-throwing contest, Eisenberg scored 136 (out of a possible 300), a solid intermediate score.

"I didn't win anything, but I got a lot of 'attaboys,'" he says.

He competed again last October at the International Knife Throwers Hall of Fame world championships in Texas. In tomahawk throwing, he placed first in the novice division, winning a huge gold and silver belt buckle inscribed with the group's motto: Aut sica inherit, aut non inherit - "Either the knife sticks, or it doesn't."

Eisenberg and his wife made the acquaintance of several trapper-like characters in beards and buckskin with nicknames such as Old Dog, Pole Cat, AWOL, and Ironpost.

"It was a lot of fun, another adventure," says Joyce, who gamely accompanied her husband. "We met people we wouldn't know otherwise."

"I feel like he has a fraternity now, a group of guy friends."

In the world of knife-throwing, you know you're accepted when you're given a nickname. In Texas, they began calling Eisenberg "Doc Ted." But at the end of May, Eisenberg returned to Port Republic, where he matched his knife-throwing score of last year and won two third-place trophies.

He also earned a new nickname: The Boobinator. "I think it will stick," he says proudly. Pun intended.

An Amusing  
&  
Revealing  
Read!

# The Scoop On Breasts

A PLASTIC SURGEON BUSTS THE MYTHS

Dr. Ted Eisenberg & Joyce K. Eisenberg

“THE EISENBERGS APPROACHED THEIR TOPIC WITH A SENSE OF HUMOR AND A DEPTH OF EXPERIENCE THAT WILL ANSWER ANY QUESTION YOU MIGHT HAVE ABOUT BREASTS AND BREAST SURGERY, LEAVING YOU CHUCKLING ALL THE WHILE.” – S. HARPER



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