



## Marketing for Plastic & Aesthetic Surgery in times of crisis

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The 2020 COVID crisis has taken the world in an unprecedented storm of events – it has deeply affected the way we live, the way we work and the way we interact with our peers, and for many of us it disrupted working as doctors and delivering specialist plastic & aesthetic care completely.

Judged by today's view, this situation will endure for a couple more months, depending on your country, and even after it comes to an end, some things may take a long time to go back to the way they were before, and others may even stay changed forever.

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## E(A)SAPS statement on Breast Implant Illness

Breast Implant Illness (BII) is a patient-reported condition with multiple symptoms such as general fatigue, hair loss, modified body odor, general body pain, depression, painful breasts, pruritus of the breast, redness of the breasts, irritable bowel syndrome, endocrinological conditions, hypothyroid or hyperthyroid symptoms, cardiac palpitations and autoimmune diseases including rheumatoid symptoms-, SLE and Raynaud's disease... More than 100 different symptoms are

patient-reported and intensively discussed in Facebook groups and other social media forum. The medical society has intensively worked over the last 60 years to understand the mechanisms of aforementioned patients' concerns and adverse events related to breast implants.



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## **Medical Tourism in a world that fights against the pandemic infection of COVID19 should stop!**

Important message from the Scientific Committee and the President of EASAPS and ESAPS

Please be aware that patients returning with complications after aesthetic surgery from abroad risk to get very low priority in the national health care system.

The rate of serious complications after aesthetic surgery is depending on the type and extend of surgery as well as patients' own health condition. Serious complications are not common but cannot be totally avoided. Infections, tissue necrosis and even life-threatening conditions including thromboembolic diseases after aesthetic surgery need prolonged medical and sometimes intensive care. Both air travel and major surgery increase the risk of developing deep vein Thrombosis or pulmonary embolism, specially flying soon before or after an operation abroad. This subject of patient safety when considering surgery abroad has been seriously discussed in national and international societies since a decade.

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