A photograph of a woman's back and buttocks, wearing black bikini bottoms, set against a background of a beach with waves and a blue sky. The text is overlaid on the image.

*your guide to*  
gluteal augmentation

A MORE BEAUTIFUL YOU



**JOHNNY FRANCO MD, FACS**  
BOARD CERTIFIED PLASTIC SURGEON

# Welcome

Our aim is to give our patients a better understanding of surgical options and the results possible from the procedure.



**JOHNNY FRANCO MD, FACS**  
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## A Closer Look at Surgery

Butt augmentation has been the fastest growing aesthetic procedure in recent years for several reasons.

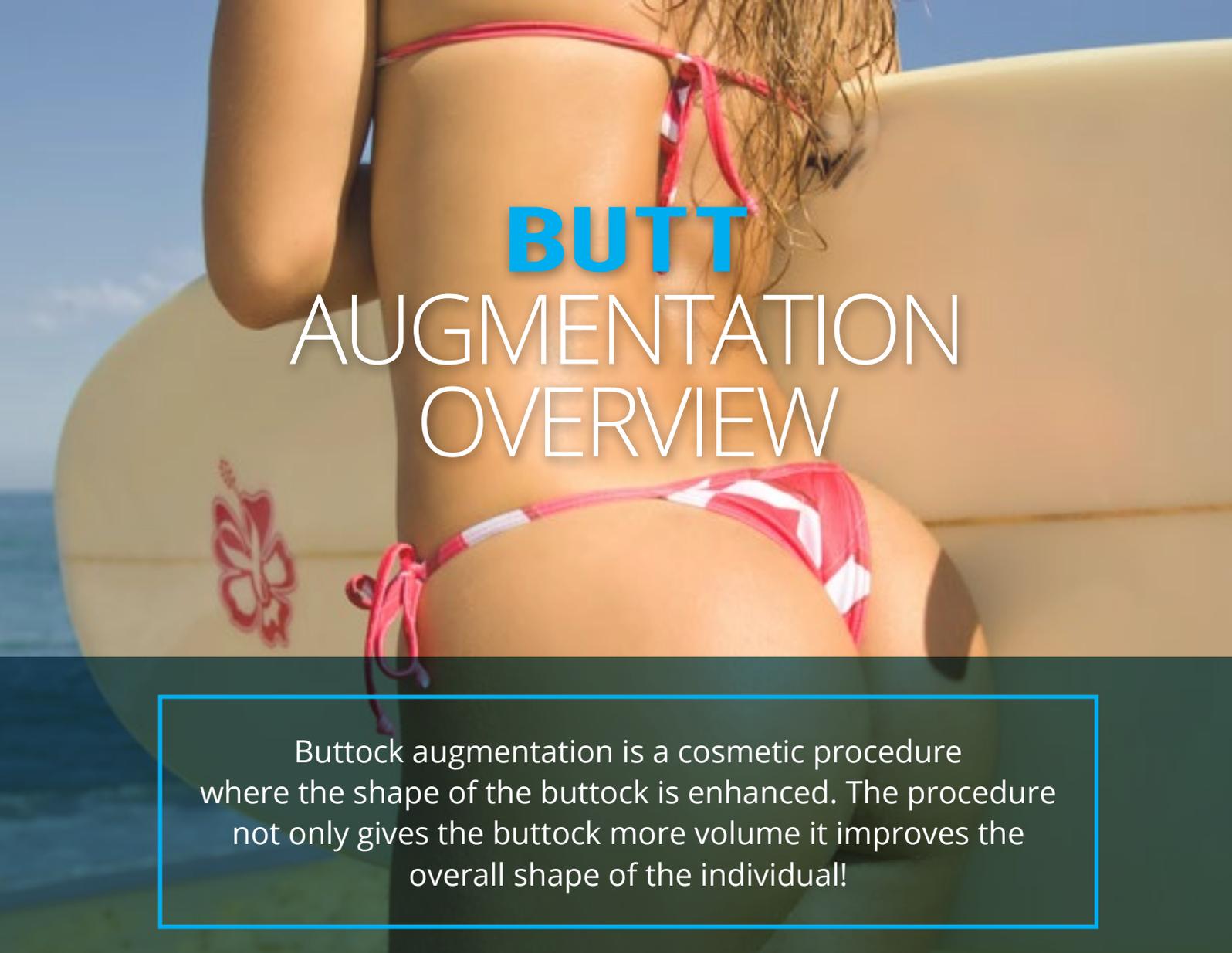
One reason for the growth in this field is that people have started to embrace their curves. Patients have seen the phenomenal shape enhancement that butt augmentation can provide for patients. The procedure can transform patients from a square to an hourglass figure!

One of the common myths is that only celebrities and models undergo butt augmentation, but that is not true at all. Our patients range from music stars to soccer moms to business women that want to look good in work clothes. The total body sculpting that is part of the butt augmentation is perfect for anyone that wants to look as sexy as they feel in a dress or jeans!

There are multiple options when it comes to butt augmentation and how the procedure is performed. The options range from the Brazilian Butt Lift (fat transfer) to butt implants to a combination of these two procedures. There is no one method that is perfect for everyone as it depends on the individual's body type and aesthetic goals. The treatment can be tailored to each person.

This E-Book aims to give patients a better understanding of butt augmentation surgical options and the results possible from the procedure. It has information about each type of procedure, surgical videos and before and after photos.

This book will not only give you an overview of butt augmentation, it will also show you why it is the fastest growing aesthetic procedure in America!



# BUTT AUGMENTATION OVERVIEW

Buttock augmentation is a cosmetic procedure where the shape of the buttock is enhanced. The procedure not only gives the buttock more volume it improves the overall shape of the individual!

## THREE PROCEDURAL OPTIONS:

### *Brazilian Butt Lift:*

Brazilian Butt Lift is the most common method for enhancing the buttock. This procedure has become so popular because it not only augments the shape and size of the buttock, but also reshapes the body's silhouette as fat is liposuctioned from the flanks, abdomen and various other areas dependent on the patient's particular needs and desires. This fat is then processed and used to sculpt the buttock.

Through the technique of fat grafting, live fat cells can be transferred from unwanted areas to deficient areas of the buttock. This avoids the use of implants or any other material other than your own natural fat.

## PROCEDURAL OPTIONS (continued) :

### *Butt Implants:*

Butt augmentation can also be done using butt implants. These are silicone implants and are typically used in patients that have very little body fat to be transferred. Or in patients that want more augmentation than is possible with fat transfer alone. These implants can give patients and amazing shape to their buttock!

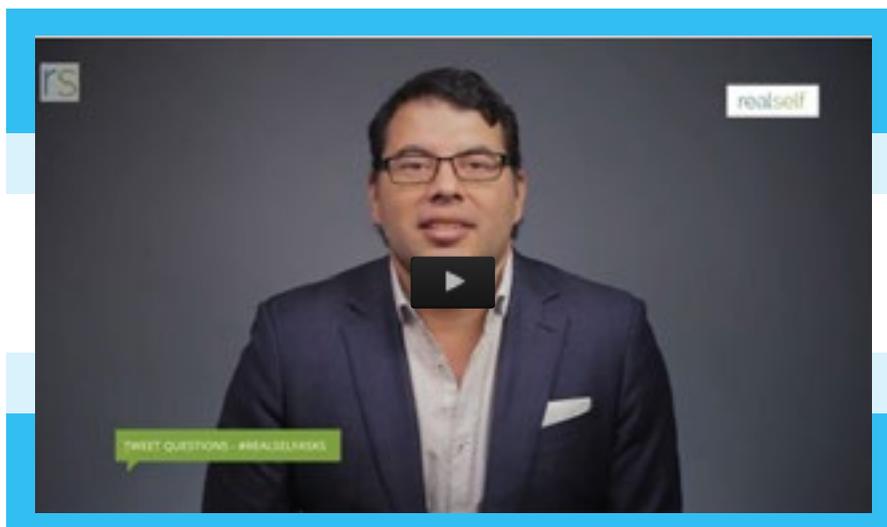
Butt Implant Options: watch video



### *Butt Implants with Fat Transfer:*

Implants and fat transfer can be done in combination as this combines the best of both worlds. Patients will have the liposculpting of the waist and the projection that the implants provide for the buttock augmentation. The fat is then used to soften the implants and to fill the hips. The combination of the implants and fat transfer allows me to shape, enhance and sculpt the individual as much as possible!

What's right for you? click below to [watch video](#)



# BUTT AUGMENTATION CONSULTATION:

## *Good Candidates for Buttock Augmentation/Brazilian Butt Lift*

- You desire a more sculpted and shaped buttock.
- You are of normal weight.
- You are in good physical and emotional health.
- You have firm, elastic skin.
- You have realistic expectations.
- You have localized fat unresponsive to diet and exercise.

## *Your Buttock Augmentation/Brazilian Butt Lift Consultation*

- Patients will present for their evaluation where they will meet Dr. Franco and his staff.
- A medical history and physical exam will be done by Dr. Franco and his staff to determine the best treatment for you.
- The treatment options will be discussed with you that can help you achieve your aesthetic goals
- The risks and benefits of the surgery will also be discussed during your consultation.
- Then you will have an opportunity to talk about scheduling and fees with the patient care coordinator that will assist you throughout the process.



[click here](#) for out of town patient information



[click here](#) for more on skype consultations

# BUTT AUGMENTATION CONSULTATION: (continued)

## *About Buttock Augmentation Surgery*

- Buttock augmentation is an outpatient procedure.
- You will require anesthesia.

## *Brazilian Butt Lift Surgery*

- The procedure begins with liposuction of the predetermined areas where patients have unwanted fat.
- The fat is then meticulously processed so that only live viable cells will be injected into the buttock for the augmentation.
- Once the fat has been processed it will be used to sculpt and enhance the buttock.
- At the conclusion of the procedure the patient will be placed in a compression garment as they would if they had a liposuction.
- The process of buttock augmentation is about improving the overall body contour of the mid-section by decreasing the size of the flanks and abdomen while improving the shape of the buttock.

## *Butt Implants*

- Silicone butt implants are used for the augmentation
- The incisions are made in the gluteal cleft so they are hidden in most patients
- The implants are typically placed a subfacial position
- Keller Funnel is used to place the implants into the pocket in a no touch technique

## *Butt Implants and Fat Transfer*

- The procedure begins with sculpting of the waist and flanks
- The fat is then meticulously processed so that only live viable cells are used for the augmentation
- Silicone butt implants are used for the augmentation
- The implants are typically placed a subfacial position
- Keller Funnel is used to place the implants into the pocket. The fat is then used to augment the hips and soften the implants
- Then a special compression garment is placed to avoid pressure where patients have unwanted fat and will be injected into the buttock for augmentation.

# INCREASING FAT SURVIVAL:

## *Platelet Rich Plasma*

Platelet Rich Plasma is a collection of growth factors that can be used for a variety of reasons. It has been used in combination with facial fillers and often called the “vampire facelift.” PRP has also been used in combination with fat transfer with the goal of helping increase the overall survival of fat that has been transferred. In large volume fat transfer (as is done with a Brazilian Butt Lift) it is important to keep as much fat as possible after your surgery. The idea behind PRP is that the collection of growth factors helps to induce blood vessels to grow into the fat that has been transferred to your buttock, and thus increase the overall survival of the fat.

## *Benefits Platelet Rich Plasma (PRP)*

- Enhance your appearance.
- Increase the survival rate of fat transfer.

## *About your Platelet Rich Platelet (PRP) Procedure*

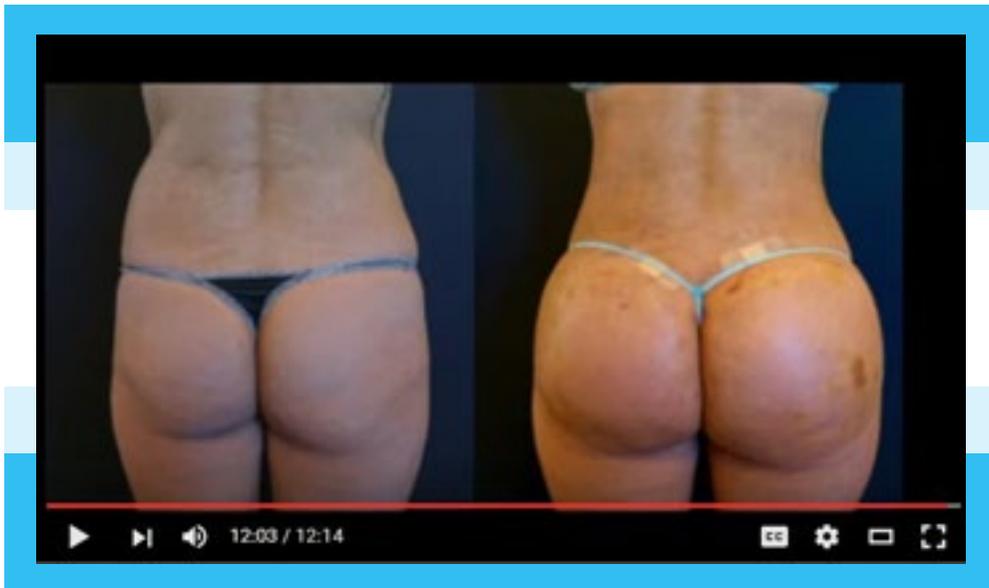
- PRP injections are done at the same time as your fat transfer procedures.
- Patients will have their blood drawn while they are asleep at the time of surgery.
- The blood will then be processed to separate out the platelet rich plasma from the rest of the blood that was drawn
- The procedure typically is done during your butt augmentation. The injection of the PRP is the final step in Brazilian Butt Lift



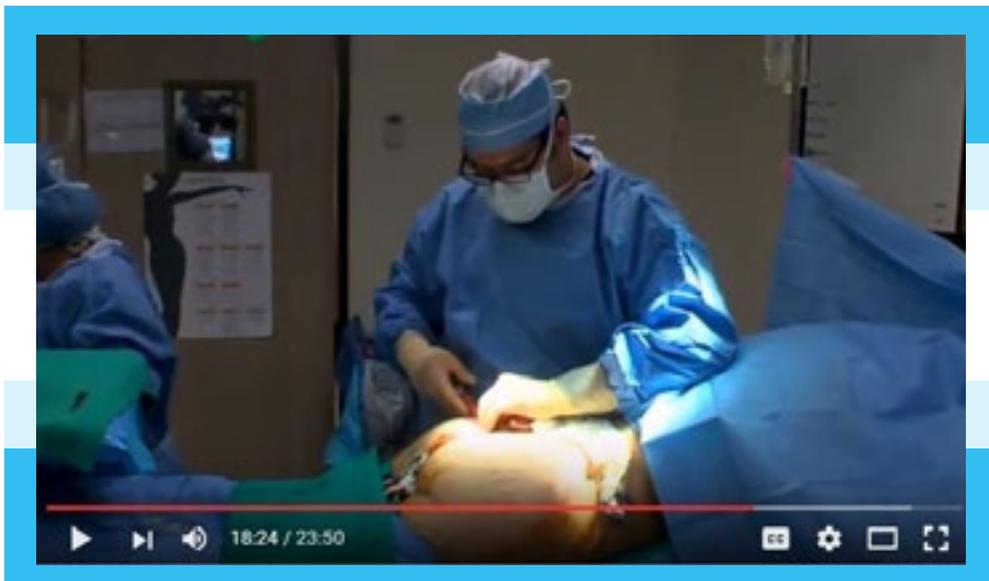
## SURGERY OVERVIEW

- Outpatient surgeries (patients go home the same day)
- Surgery Details
  - o Dr. Franco marks all of his patients personally the morning of surgery
- Patients will see the exact areas that are going to be liposuction
- o Dr. Franco answers any other questions patients might have the morning of surgery and where the fat will be transferred
- All patients are seen by an Anesthesiologists and/or CRNA the day of surgery
- Length of Surgery depends on the specific procedure
- All surgeries performed at one of the accredited surgery centers
  - o Brazilian Butt Lift 3 to 4.5 hours
  - o Butt Augmentation with Implants 2 hours
  - o Butt Implants and Fat transfer 3 to 5 hours
  - o Surgeries may be performed in Georgetown, South Austin and San Marcos
- Patients must have someone to drive him or her home from the surgery center and to stay with him or her the first night.
- Patients are typically seen the next day by Dr. Franco

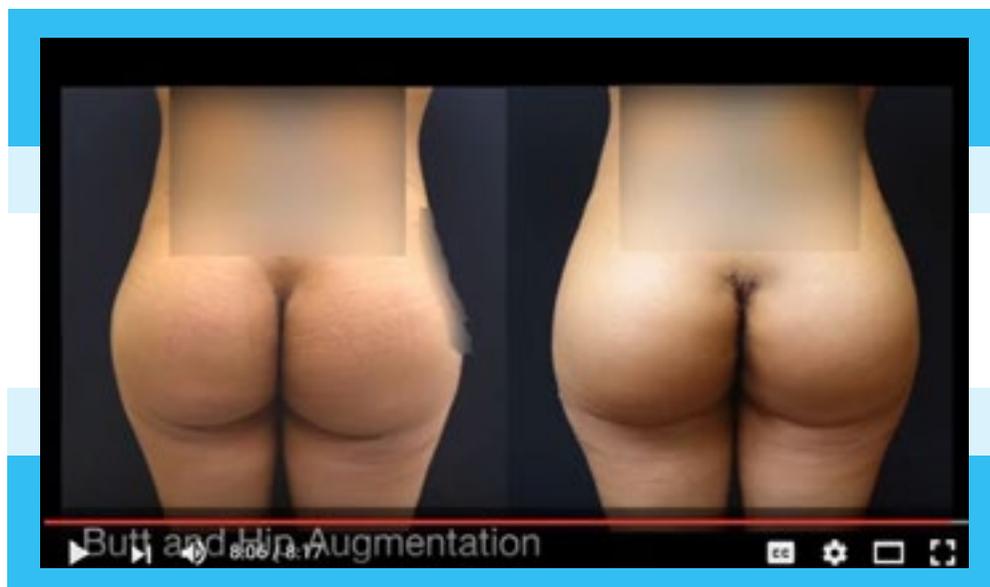
## Butt Implants and Fat Transfer Surgery Video



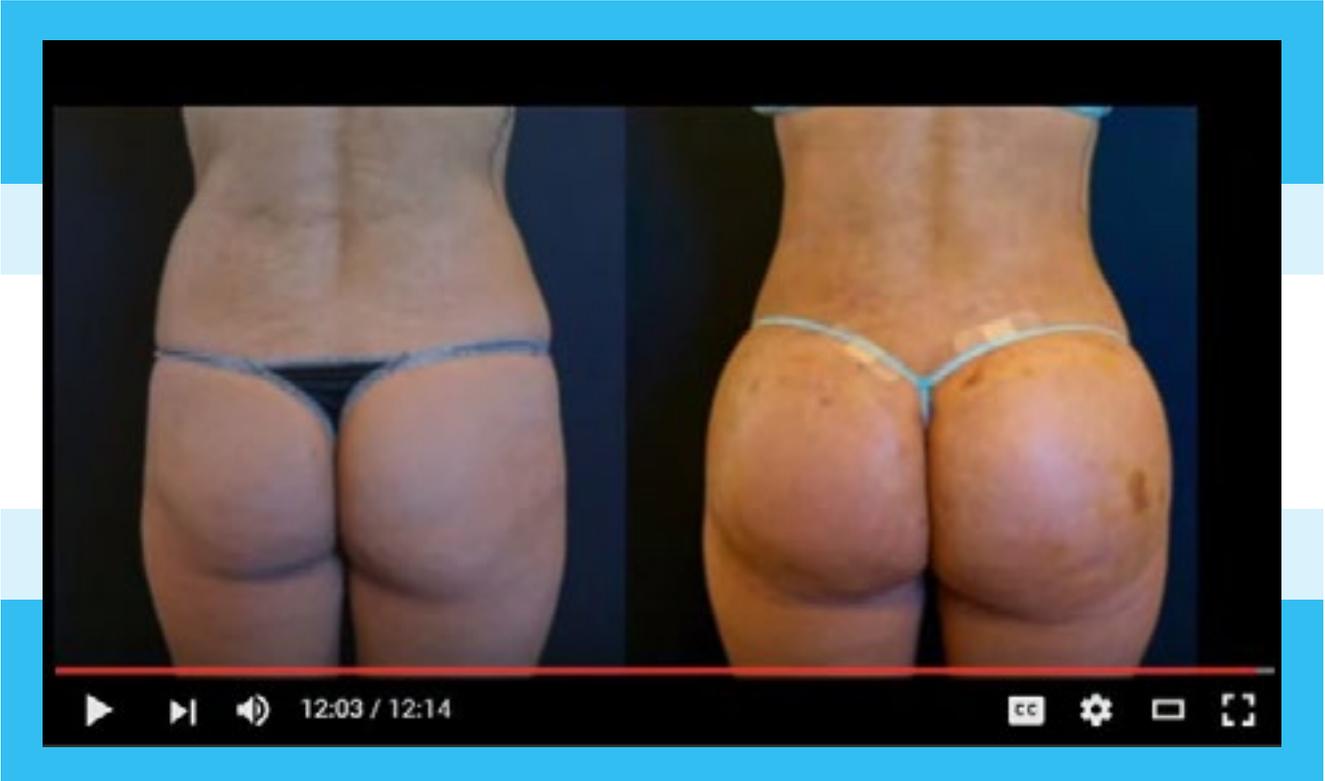
## Brazilian Butt Lift Surgery Video



## Butt Implant Exchange for a Larger Size Video



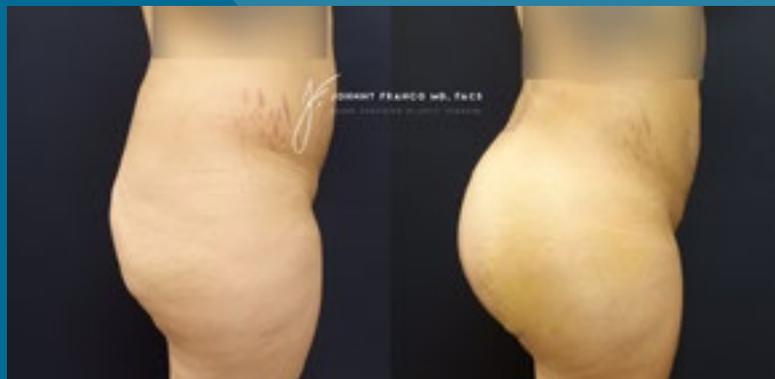
# Butt Augmentation with Butt Implants and Fat Transfer



*incredible*  
results



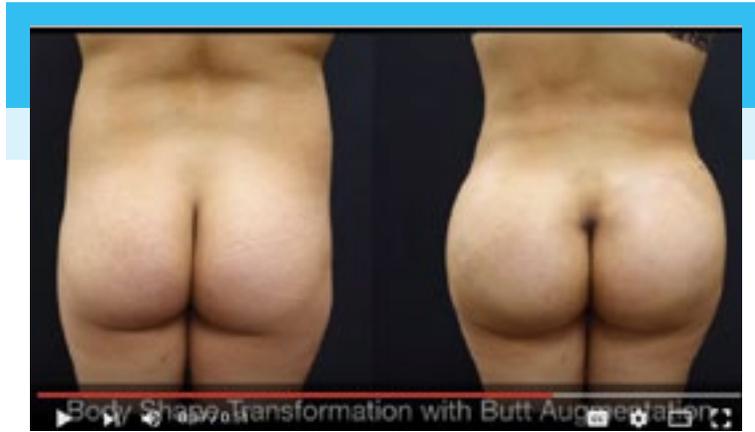
*incredible*  
results



Brazilian Butt Lift Surgery Video



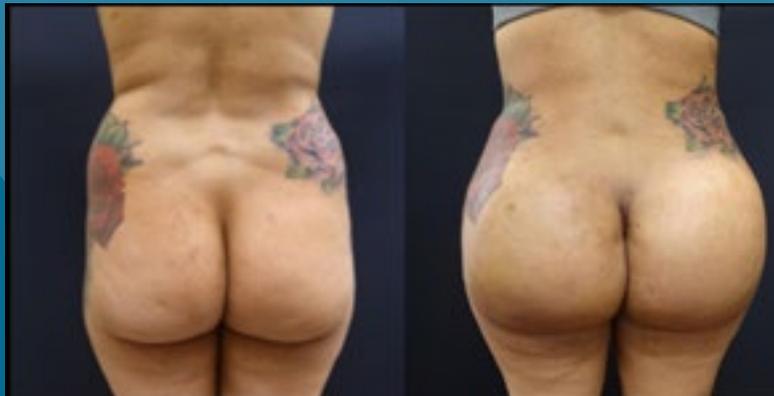
Butt Implants and Fat Transfer Results Video



Large Butt Augmentation with Implants and Fat Transfer



*incredible*  
results



# Recovery after Surgery

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## What is the Recovery after a Brazilian Butt Lift?

- o Patients go home the same day of their surgery
  - o No drains
  - o Wear a special compression garment for six weeks
  - o Sitting Protocol
    - Weeks 1 – 2 patients can NOT sit at all
    - Weeks 2 – 4 patients can sit for 1 hour at a time with a 10 min break with the use of the special BBL Pillow
    - Weeks 4 – 6 patients can sit for 2 hours at a time with a 10 min break with the use of the special BBL Pillow
  - o Sore in multiple areas because of the liposuction
  - o Encouraged to walk the first day
  - o Patient should be ambulating normally after 3 to 5 days
-

# *Recovery after Surgery*

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## getting to know your surgeon

Dr. Johnny Franco, M.D.  
Board Certified Plastic Surgeon

### A Doctoral Venture

Dr. Johnny Franco started his doctoral venture in Texas, but he has traveled the world to care for patients' reconstructive and cosmetic needs. He has trained, practiced and performed thousands of surgeries in Galveston, St. Louis, Taiwan, Belgium, and Miami. During his time in Miami Dr. Franco specialized in aesthetic surgery. Dr. Franco is excited to be home in Texas and to care for each of his patient's needs offering individualized plastic surgery and aesthetic treatments.

- ▶ Attended Medical School at the University of Texas Medical Branch at Galveston
- ▶ Completed Plastic Surgery Residency at St. Louis University Surgery Dept; Division of Plastic Surgery
- ▶ Completed Fellowships
  - Chang Gung Hospital in Taiwan specializing in Microsurgery and Head and Neck Reconstruction
  - Gent Hospital in Belgium, Focusing on Breast Surgery and Fat Transfer
  - Miami Plastic Surgery in Aesthetic Surgery
- ▶ Practiced in Miami at the Famed Miami Plastic Surgery, which has been featured on The Learning Channel.
- ▶ Dr. Franco is a RealSelf Top Doctor, a recognition awarded to less than 10% of participants, earned by achieving high patient satisfaction.

# FAQ



## FREQUENTLY ASKED QUESTIONS

### *What If I Do Not Have Enough Fat for a Brazilian Butt Lift?*

Number one most patients are pleasantly surprised that they have enough fat for a Brazilian Butt Lift. If a patient truly does not have enough fat for a Brazilian Butt Lift, implants are a still an option.

Patients that have a BMI greater than 22 typically have enough fat to achieve a great result from their fat transfer procedure. In thin patients I will liposuction a variety of areas such as the love handles, abdomen, back and inner thighs to get as much fat as possible. The fact that we are performing liposuction in so many areas means that I can shape your entire waist. The fat is then used to transform your buttocks and hips giving you more of an hourglass figure.

Butt implants are a good alternative for patients as well. In extremely thin patients they can be used for the augmentation. The implants will be placed in a subfacial position allowing patients to get the augmentation and shape they desire for their buttock. Butt Implants are also a great option for patients looking to have a more dramatic augmentation.

The combination of fat transfer and butt implants is another great option for patients that are too thin to have their entire augmentation done with just fat. They can have the advantages of sculpting and fat transfer along with the projection that a butt implant can provide. The liposuction can be used to narrow the waist, and the fat used to augment the hips when used with butt implants. The good news is that there are options for every patient no matter their weight or size.

# FREQUENTLY ASKED QUESTIONS (continued) :

## *Where are the Key Areas in which Liposuction is Performed During a Brazilian Butt Lift?*

The fat harvesting (liposuction) is just as important as the actual fat transfer as this is what is going to shape the waist of patients. In a Brazilian Butt Lift I typically liposuction the abdomen, back and flanks (love handles), as this is what is going to make the waist smaller. By performing liposuction in these areas you can transform a patient from a square shape to more of an hourglass figure. Occasionally if patients are very thin then additional areas will need to be liposuctioned to have enough fat, such as the inner or outer thighs.

## *Does Adding PRP to Harvested Fat Improve your Result?*

Platelet rich plasma has become a very hot topic over the past couple years for a variety of uses. It has become extremely popular in orthopedics and has recently gained momentum in

the plastic surgery/aesthetic world. It has been used in two areas of plastic surgery, one for facial rejuvenation and the second is for improved fat take after large volume fat transfer.

One of the difficult aspects of the procedure is that patient can lose about 30 to 50% of the fat that is transferred.

The benefit of adding platelet rich plasma to fat transfer procedures is to increase the overall fat that survives. This is especially important in thin patients that might have a limited amount of fat for the augmentation.

There are still more studies to be done but there is some evidence that the platelet rich plasma does increase the fat viability for the augmentation. When 1000cc are being transferred an increase in 10 – 15% of fat makes a significant difference in patient results.

# FREQUENTLY ASKED QUESTIONS (continued) :

## *How Much Fat Do I Need For My Brazilian Butt Lift?*

The amount of fat that needs to be transferred varies from patient to patient. The ultimate results come from the combination of liposculpting and the augmentation of the buttock. In the majority of women a minimum of 400cc of fat needs to be transferred to each buttock cheek (thus a total of 800cc of fat) to see a real difference, however on average patients typically have between 800cc to 1000cc placed per side in the buttock for an augmentation. Some patients will have up to 1300cc of fat transferred to each side. The beauty of the procedure is that it can be tailored to the needs and desires of each patient.

Fat cannot be compared to breast implants when comparing the cc transferred. For example, 800cc of augmentation for a buttock is not the same as an 800cc implant for a breast augmentation. Fat is softer and thus takes more volume to augment the buttock.

## *Can Fat be Stored to used at a Later Date for a Second Procedure?*

Unfortunately you cannot store fat to used at a later date. Storing the fat and trying to use it at a later date will be a set-up for problems. If you need more fat at a later time then you will need your surgeon to liposuction another area.

## *What is the Maximum Amount of Fat That Can be Transferred?*

This is a very common question, as some patients want a substantial augmentation after the Brazilian Butt Lift. The great thing about fat transfer is that the augmentation can be tailored to each individual patient. It can be used to not only enhance the buttock, but also shape the entire figure.

The maximum amount of fat varies from patient to patient. On average I personally put about 800cc of fat per side so a total of 1600cc of fat per patient. Some patients can have up to 1300cc of fat placed on each side and a total of 2600cc of fat.

The amount of fat available to harvest, compliance of the buttock and skin are all factors in the amount of fat that can be placed for the augmentation. In patients that want a substantial augmentation I will place as much fat as the buttock will hold safely.

# FREQUENTLY ASKED QUESTIONS (continued) :

## *Subfascial vs. Intramuscular vs. Submuscular Implant Placement*

There are several ways to place the butt implants and the methods vary from surgeon to surgeon. I commonly place the implants in a subfascial position for several reasons. One, the subfacial plane is very clean and avoids damaging the muscle or nerves. However it still holds the implant in the proper position and decreases the chance of scar tissue forming around the implant. The fascia is the strong covering that wraps the muscle that is why it can hold the implant in place. The submuscular plane can also be used but in my experience, patients tend to have more pain and over time has little benefit over the subfacial system. Another popular method of placing an implant is in an intramuscular plane. This method, in my opinion has minimal benefit over a subfacial plane for several reasons. The gluteus muscle is relatively thin, so this leaves very little muscle to cover the implant. Two it is not a natural plane and thus the muscle and nerves that innervated the muscle can be injured leading to atrophy of the muscle. For all of these reasons I prefer a subfacial placement of butt implants.

## *Shape vs. Round Butt Implants*

In terms of the implant both the round and shape are good for butt augmentation. I personally use the round implant for several reasons. It gives good projection, which patients that receive the implant are typically looking for from there procedure. Also the butt takes abuse in our daily life from falls and so forth, with the round implant you are less likely to have problems if the implant shifts after trauma. With a shaped implant if it moves at all it will need to be revised, this is not necessarily true with a round implant.

The implants come in a variety of sizes just as breast implants do, however they are not breast implants. There are specific implants made for butt augmentation. They are a solid silicone implant. The benefit for patients is that the implants come in a variety of sizes. Thus the augmentation can be tailored to each patient to help him or her achieve his or her aesthetic goals.

## *What is Butt Augmentation with Implants?*

Butt augmentation has continued to increase in popularity over the past several years. It has been the fastest growing procedure in the U.S. over the past two years. There are several procedures that can be used to augment the buttock. One is the Brazilian Butt Lift (fat transfer), Butt Implants and a combination of butt implants and fat transfer.



## CONCLUSION (by Dr. Franco)

Thank you for your interest in having a butt augmentation. As you can see from this E-Book I am very passionate about this procedure and I want my patients to have the best possible outcome from the surgery. I tailor every augmentation to the individual patient to help them reach their specific aesthetic goals.

The goal of the book is to help patients have a better understanding of the possible procedures before their consultation so that we can have a meaningful visit about all the possible options for your butt augmentation. There is a lot of information on the internet and other sources, but it is hard to decipher between valid information and opinion. This book explains my thoughts and process to butt augmentation.

The collection of pictures and videos are instrumental in making sure that you and I are a good match of each other in this process. I spend a tremendous amount of time discussing the procedure and possible results with every patient as my goal is for you to love your results for years to come!

Thank you for taking the time to view my E-Book. I hope you enjoyed viewing it as much as I did putting it together. I look forward to meeting you in person at the consultation.

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