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Media Advisory

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Wuesthoff Medical Center Melbourne hosts “*Inside Edition*” television producers for national feature on cosmetic surgery

Brevard County, FL (July 6, 2006) Wuesthoff Medical Center Melbourne will soon host producers from “*Inside Edition*,” for filming of a national news feature on cosmetic surgery. Producers from the syndicated news magazine television show will visit Wuesthoff Medical Center Melbourne, Wednesday, July 12, to film an endoscopic breast augmentation procedure performed by local plastic and reconstructive surgeon, Dr. Victoria Vitale-Lewis, MD, FACS.

“This type of endoscopic breast augmentation is gaining national popularity,” said Vitale-Lewis. “The procedure, the trans-umbilical breast augmentation, or TUBA, is done through the belly button; a minimally invasive procedure which warrants a much speedier recovery period than traditional breast augmentations. Patients are amazed that breast augmentations can be performed through the belly button, and create a more natural appearance.”

According to Vitale-Lewis, the TUBA procedure will be performed on Candace Hatcher, a 21-year old Brevard County resident whose husband has been in Iraq since November 2005, and scheduled to return September 2006.

A surprise for her husband, the 21-year old said, “I’ve been interested in having a breast augmentation since having my child a year ago. I’ve had plenty of down time to think about the surgery since my husband left for Iraq. I’ve finally decided to go for it,” said Hatcher.

“Inside Edition” producers were interested in the innovative “belly-button” breast augmentation technique approach performed by Vitale-Lewis, but also in the unique “human interest” aspect of the Brevard County military wife wanting to surprise her husband after returning from war.

The first plastic surgeon to introduce this technique to Brevard County, Vitale-Lewis says she will be placing a single, small incision inside Hatcher’s belly button, and then utilizing that incision as a transport portal beneath the skin. That channel will extend upward, behind the breast muscle where a balloon-like tissue expander will be inflated to create a pocket for the implant. Additionally, Vitale-Lewis emphasized that the “evidence” of this minimally invasive, trans-navel surgery is all but invisible. “Today, it is possible for a woman to have breast augmentation surgery without a telltale scar for anyone to see,” added Vitale-Lewis.

Completing her medical degree at St. Louis University School of Medicine in 1979, Dr. Vitale-Lewis completed dual residencies in both general and plastic surgery at St. Louis University Group Hospital; following a fellowship in microsurgery at Southern Illinois University School of Medicine. Vitale-Lewis is board certified by the American Board of Plastic Surgery, (since 1998) and became a Fellow of the American College of Surgeons in 1989.

Nationally known for myriad cosmetic plastic surgery techniques including endoscopic face-lifts, Vitale-Lewis teaches at American Society of Aesthetic Plastic Surgery conferences, and a founding member of the Aesthetic Surgery Education and Research Foundation. In addition, she’s been featured on the Discovery Health Channel, interviewed for multiple local, regional, and national news shows, and has had scientific research articles published in health magazines, and medical journals.

A nationally syndicated broadcast news magazine, *“Inside Edition”* airs weekly on networks including ABC, CBS, NBC, and FOX.

