

Take a Stand Against False Ads for Breast Implants!

October 24, 2007

When the Food and Drug Administration (FDA) approved silicone gel breast implants last year in spite of the lack of evidence that they are safe and effective over the long-term, the National Women's Health Network spoke out against the decision. We raised concerns about the serious and negative health effects these products could have on women. And we warned about the massive and misleading marketing campaigns that were sure to follow FDA approval.

Last Sunday, the *Washington Post* Magazine published a perfect example of the false advertising that the breast implant industry has been bombarding women with for years. The ad for the Austin-Weston Center for Cosmetic Surgery claims that breast enhancement surgery is empowering women and building their self-esteem. Under the headline **We are about empowering women...** they write: "We take pride in empowering people and seeing their self-esteem soar."

[Click here to see the ad](#), which appeared on the inside back cover of the *Washington Post* Magazine on October 21, 2007.

But the data clearly show that women who get breast implants don't get any lasting benefit in self-esteem or quality of life. When FDA scientists reviewed the data presented by the implant manufacturers in 2005, they found that self-esteem and quality of life were more likely to decrease than increase two years after breast augmentation when compared to the same measures before augmentation.

Deceptive ads like this must not go unanswered. Take a stand and tell the *Washington Post* and the FDA that you've seen this false advertising and you're outraged.

- At the *Washington Post* contact the magazine editor Tom Shroder shrodert@washpost.com and the ombudsman Deborah Howell ombudsman@washpost.com.
- At the FDA, contact the director of the medical device center Dr. Daniel Schultz daniel.schultz@fda.hhs.gov and the director of the office of women's health Dr. Kathleen Uhl kathleen.uhl@fda.hhs.gov.

Let them know that women's health is at stake and urge them to hold advertisers to a clear standard of truth and accuracy.