



Top Book on Cosmetic Surgery Anesthesia to be Released in Portuguese in Brazil, World Leader in Cosmetic Surgery

Initial sales of the long awaited Portuguese translation of the landmark textbook "Anesthesia in Cosmetic Surgery" by Dr. Barry Friedberg will begin in Brazil in June.

Corona del Mar, CA ([PRWEB](#)) May 19, 2009 -- Brazil is the world's undisputed leader in cosmetic surgery procedures. Some of the beautiful bodies adorning the beaches of Ipanema may have been enhanced by Brazilian cosmetic surgeons.

Those surgeons and their anesthesiologists will soon be able to read "[Anesthesia in Cosmetic Surgery](#)," the first comprehensive textbook in the field of anesthesia, in their native language, with the book's publication in Portuguese this June.

Initial sales for this long awaited translation of Barry L. Friedberg, MD's landmark textbook, originally published by Cambridge University Press in April 2007, will take place at a dermatologic cosmetic surgery meeting Brazil.

"Anesthesia in Cosmetic Surgery" discusses brain monitored [propofol ketamine \(PK\) anesthesia](#), a breakthrough technique pioneered by Friedberg, the top international authority on anesthesia for cosmetic surgery.

Propofol is an antioxidant, a sleep drug and powerful anti-nausea drug. Under [PK anesthesia](#), patients wake up refreshed, looking as if they never had surgery. With the book's translation, Portuguese-speaking surgeons and anesthesiologists will be able to learn about and apply this technique to their practices.

"I am very happy with my book's huge success in the English speaking world. I am even more thrilled to be able to say that my book is now available to surgical teams in the world's number one market in their own language," Friedberg says.

"Anesthesia in Cosmetic Surgery" was the first anesthesia textbook to define levels of anesthesia numerically instead of with verbal descriptions. It was the first anesthesia textbook to define a reproducible context in which ketamine could be used to get pre-emptive analgesia without the drug's historically negative side effects.

The pre-emptive analgesia breakthrough eliminates the need to give patients narcotic (opioid) pain medication during and after surgery. Narcotics are recognized as causes for postoperative nausea and vomiting (PONV), the number one issue patients most want to avoid.

Brazilian, like American, surgery patients will receive [PK](#)'s advantages of no PONV as well as minimal to no post-op pain.

PK anesthesia had no deaths in the 12 years published in 'Anesthesia in Cosmetic Surgery' in 2007. By comparison, in only six years, there were 2,211 deaths recently published by Li, et al. in 'Anesthesiology,' April 2009.



"Of these 2,211 reported deaths most either received an outright anesthetic over-dosage or received more anesthetic than they would have likely received had their brain had been monitored instead of the changes in their vital signs," says Friedberg.

PK anesthesia was the inspiration for "Anesthesia in Cosmetic Surgery," the first comprehensive textbook in the field, and the first anesthesia textbook to have a brain activity monitor on its cover.

The brain activity monitor also helps the surgeon know when to inject local anesthesia at the beginning as well as during the procedure. The patient is never exposed to pain on the operating table and therefore, there is little pain to deal with once the surgery is over.

The American Society of Anesthesiologists (ASA) does not encourage the use of brain activity monitoring, the use of which eliminates the practice of [routine anesthesia over-medication](#).

Friedberg says the risks of routine anesthesia over-medication can be drastically reduced, if not eliminated, by the widespread use of brain activity monitors, the goal of his recently launched [GoldilocksAnesthesiaFoundation.org](#).

"There is major and minor surgery, but every anesthesia is major. The patient's brain is at risk every time consciousness is surrendered. It's self-evident, as well as critical, for the brain to be measured with a brain monitor.

"Now that 'Anesthesia in Cosmetic Surgery' is available in Portuguese, cosmetic surgeons and anesthesiologists in Brazil can more comfortably begin utilizing PK anesthesia for their patients," Friedberg says.

Brain monitor usage coupled with [PK anesthesia](#) ensures that the patient is not receiving 'too much' or 'too little' anesthesia, but just 'the right amount.' Measuring the patient's brain responses is the 21st century way to get the right amount of anesthesia.

For more information about "Anesthesia in Cosmetic Surgery" and its upcoming release in Portuguese, visit [CosmeticSurgeryAnesthesia.com](#).

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