



Attendees enjoying the BRA Day event in honor of Breast Cancer Awareness month.



Dr. Carl Bertelsen, mutual patient Katie Sesody and Dr. Kamakshi R. Zeidler at the 8<sup>th</sup> annual BRA Day Event.



Dr. Kamakshi R. Zeidler next to mural of her patients who participated in a special photo shoot conducted by Fotos by T.

## Dr. Zeidler’s Annual BRA Day Brings Together The Community To Celebrate Breast Cancer Awareness

By Virginia Nicoletti

An inspiring event for the community, Breast Reconstruction Awareness (BRA) Day 2019 was held on October 24<sup>th</sup> at the Toll House Hotel in Los Gatos. Hosted by Dr. Kamakshi R. Zeidler, founder of Aesthetx, the premier plastic surgery and dermatology practice in the Silicon Valley, this eighth annual event united medical and technology visionaries to focus on the education and support of breast reconstruction after breast cancer. BRA Day directly benefits Cancer CAREpoint, a non-profit organization that provides personalized counseling, assistance, resources and education to all Silicon Valley cancer patients, families and caregivers.

“My patients are the inspiration behind this event and I am constantly amazed by the courage they show throughout their breast cancer journeys,” says Dr. Zeidler, board certified plastic surgeon, board member of Cancer CAREpoint and one of the few women in the Bay Area formally trained in advanced breast reconstruction.

This year, BRA Day celebrated Dr. Carl Bertelsen’s retirement from his distinguished career as a breast surgeon. Dr. Bertelsen transformed Stanford’s Cancer Center South Bay (CCSB) into a thriving breast center and has been recognized for his clinical excellence in patient care of breast cancer. Gay Crawford, a founder of Cancer CAREpoint,

introduced Dr. Bertelsen and was happy to be honored by the group. Dr. Bertelsen, who was instrumental in the development of the sentinel lymph node technique, also spoke about being a pioneer in nipple sparing as an option for patients—a critical step in making breast reconstruction have beautiful results.

Dr. Zeidler brought together many of her partners to sponsor BRA Day including Stryker Endoscopy, Sientra, Puregraft, Galatea, Allergan, Good Samaritan Hospital, Fotos by T, G2 Anesthesia, Timeless Skin Spa, and Clarins. Her technology sponsors provided intriguing demonstrations of the technology advancements and products that are used in the breast reconstruction process. A leading authority and principal investigator for many clinical trials, Dr. Zeidler collaborates with these companies to bring new technologies and innovative products to the field. With a true passion for establishing strong partnerships with leading businesses in the aesthetic space, her role as an author and strategic medical advisor has been paramount in developing new state-of-the-art products for both aesthetic and reconstructive breast surgery.

BRA Day 2019 also showcased a special photo installation featuring breast cancer survivors taken by Teresa Trobbe of Fotos by T. The patients wore t-shirts in the shoot featuring one word that best-defined what breast reconstruction means to them after battling breast cancer. For many women reconstruction is an important step in restoring physical beauty and confidence. The event also included a creative bra decorating contest where the winning entry was from Good Samaritan Hospital.

“I am a passionate advocate for women’s health and look forward to bringing my patients, technology partners and the community together again for our ninth annual BRA Day in October 2020 to benefit Cancer CAREpoint,” says Dr. Zeidler.



Dr. Kamakshi R. Zeidler with BRA Day technology sponsor, San Jose-based Stryker Endoscopy, which supported and provided demonstrations at the event.

*Aesthetx, is the premier plastic surgery and dermatology practice in the Silicon Valley. Dr. Kamakshi R. Zeidler, Dr. R. Laurence Berkowitz and Dr. Amelia K. Hausauer offer unique areas of expertise, the latest techniques and an integrated approach to provide patients with an unprecedented level of customized care and beautiful, natural results. Aesthetx is located at 3803 South Bascom Avenue, Suite 100, Campbell, CA 95008. For more information please contact 408-559-7177 or visit [www.aesthetx.com](http://www.aesthetx.com).*

