

AESTHETX TO HOST SIXTH ANNUAL BRA DAY 2017 TO BENEFIT CANCER CAREPOINT

Inspiring Event Focused on Breast Cancer Reconstruction Education

October 11, 2017 (Campbell, CA)--Today, [Aesthetx](#) announced that its co-founder, Dr. Kamakshi R. Zeidler, will be partnering with [Cancer CAREpoint](#) to host her sixth annual BRA (Breast Reconstruction Awareness) Day. Set to take place in the courtyard of the Hotel Valencia in San Jose on October 12th, 2017 from 6-8pm, BRA Day 2017 will focus on the education and support of women dealing with breast cancer. This inspiring event will benefit Cancer CAREpoint, a non-profit organization that provides personalized counseling, assistance, resources and education to all Silicon Valley cancer patients, families and caregivers.

A Cancer CAREpoint board member and thought leader in the future of plastic surgery, Dr. Zeidler, will share compelling information about the latest breast cancer statistics/research, while attendees will also have the opportunity to see some of the new technological advances in breast reconstruction through demonstrations. Dr. Pamela Munster, Professor of Medicine and the Co-Program Leader for UCSF's Center for BRCA Research, will be giving a special update on the latest research and advancements for treating patients with breast cancer gene mutations. BRA Day 2017 will also include a creative decorated bra contest that will be presided by celebrity judges such as Olympic and World Cup Champion Brandi Chastain and Dr. Amelia K. Hausauer, Director of Dermatology of Aesthetx. In addition, the event will be highlighted by photos of breast cancer survivors taken at a recent photo shoot organized by Dr. Zeidler.

According to The American Cancer Society, 252,710 new cases of invasive breast cancer will be diagnosed in women this year. Less than half of all women who require mastectomy will be offered breast reconstruction surgery, and fewer than 20% will elect to undergo immediate reconstruction. In addition, studies have revealed that only 23% of women understand the wide range of breast reconstruction options available.

"I feel very passionate about bucking this trend and educating women about the numerous options available to heal both the physical and emotional scars when they have been given this life-changing diagnosis," said Dr. Zeidler, board certified plastic surgeon and one of a few women in the Bay Area formally trained in advanced breast reconstruction. "I am excited to host this sixth annual event to bring together the Silicon Valley community and inspire them to help support this incredible cause."

"I am honored to be a part of this wonderful event for the second year in a row," said Brandi Chastain, Olympic and World Cup Champion. "I too am passionate about driving awareness when it comes to women's health issues and admire Dr. Zeidler's commitment to supporting this important cause."

Registration to attend BRA Day 2017 is \$30 per person and participation in the BRA decorating contest is \$60. All proceeds from the event will go to Cancer CAREpoint. To register for both [click here](#). Event sponsors include Sientra, Allergan, AirXpanders, Novadaq, Invuity, CEP America, Puregraft, Clarins and Good Samaritan Hospital. For more information please call or email Ariane Chapple at 408.402.6285 or email: ariane@cancercarepoint.org.

About Aesthetx

Launched in 2017 by Dr. Kamakshi R. Zeidler and Dr. R. Laurence Berkowitz, this general partnership, Aesthetx, is dedicated to provide patients with the premier plastic and aesthetic surgery services in the Bay Area. With over 50 years of combined plastic surgery experience, Dr. Zeidler and Dr. Berkowitz are committed to using the most unique and latest surgical techniques in addition to providing an unprecedented level of customized care. For more information please visit: www.aesthetx.com.