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**AESTHETX TO HOST SEVENTH ANNUAL BRA DAY 2018
TO BENEFIT CANCER CAREPOINT**

**Thought Leaders from Medical, Sports, Fashion and Technology Industry Unite for
Inspiring Event Focusing on Breast Cancer Education**

October 8, 2018 (Campbell, CA)--Today, [Aesthetx](#) announced that its co-founder, Dr. Kamakshi R. Zeidler, will host her seventh annual BRA (Breast Reconstruction Awareness) Day event. Set to take place at the Silicon Valley Capital Club on October 11th, 2018 from 6-8pm, BRA Day 2018 will focus on the education and support of women dealing with breast cancer, with a focus on Dr. Zeidler's BRCA (breast cancer gene) patients. This unique 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.

"With an estimated 266,120 new invasive breast cancer cases expected to be diagnosed by the end of 2018¹, it is hard to believe that less than half of these women² will be offered breast reconstruction surgery," said Dr. Zeidler, board certified plastic surgeon and one of a few women in the Bay Area formally trained in advanced breast reconstruction. "BRA Day 2018 provides an incredible opportunity to educate the community about breast cancer and the rising number of genetic mutations that put women at risk for breast cancer. My patients truly inspire me with the courage they show throughout their journeys and I love seeing how reconstruction helps restore their physical beauty and confidence."

Dr. Zeidler, a thought leader in the future of aesthetic medicine, and Dr. Pamela Munster, Head of UCSF's Center for BRCA Research and author of her new book, ["Twisting Fate: My Journey with BRCA - from Breast Cancer Doctor to Patient and Back"](#), will be giving an intriguing update on the latest technology, research and advancements in reconstruction and breast cancer, specifically around the BRCA gene mutation. BRA Day 2018 will also feature leading companies which will demonstrate some of the latest technological advancements such as San Jose-based AirXpanders and Stryker Endoscopy as well as Sientra, Allergan, PureGraft, Galatea and Clarins.

"With one in 400 women carrying the BRCA gene mutations, an increasing amount of women are considering breast reconstruction surgery," said Dr. Pamela Munster. "I am excited to be collaborating with Dr. Zeidler who is so passionate about raising awareness on this issue and helping women discover all of the options available to them when discovering they carry this genetic mutation."

In addition to Dr. Munster, Olympic and World Cup Champion, Brandi Chastain and World Renowned Fashion Designer, [Azadeh Riaz](#) will be celebrity judges for the bra decorating contest. BRA Day 2018 will

also showcase a video from a recent photo shoot featuring breast cancer survivors where Azadeh will be styling the patients who will then share their personal journeys.

“There is a natural synergy between plastic surgery and fashion design, “ says Azadeh Riaz. “Dr. Zeidler and I have a shared language and passion when it comes to making women feel more confident and comfortable. I am honored to support this wonderful cause and help style these brave and inspiring women who radiate beauty both inside and out.”

“I am honored to be a part of this wonderful event for the third year in a row,” said Brandi Chastain. “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 2018 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](#). For more information please call or email Ariane Chapple at 408.402.6285 or email: ariane@cancercarepoint.org.

About Aesthetx

Founded by Dr. Kamakshi R. Zeidler and Dr. R. Laurence Berkowitz, Aesthetx is the premier plastic surgery and dermatology practice in the the Bay Area. With over 50 years of combined plastic surgery experience in specialities such as aesthetic breast surgery and rhinoplasty, visionaries Dr. Zeidler and Dr. Berkowitz joined forces with Dr. Amelia K. Hausauer, Director of Dermatology in 2017. Aesthetx is 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.

¹BreastCancer.Org, https://www.breastcancer.org/symptoms/understand_bc/statistics

²American Society of Plastic Surgeons,
<https://www.plasticsurgery.org/news/blog/new-plastic-surgery-statistics-and-breast-reconstruction-trends>