



The 'Vampire Breast Lift' Really Is as Freaky as It Sounds



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Kim Kardashian did it to her face, and now women are getting it done to their breasts. The notoriously bloody vampire facial has spawned the [vampire breast lift](#). The same technology is being used to rejuvenate aging boobs. Is it safe, and does it even work?

You guys, I just asked a couple of doctors to explain this vampire breast lift business to me and now I'm scared. Board-certified dermatologist in Beverly Hills and a clinical instructor at the University of Southern California [Tsippora Shainhouse, MD, FAAD, FRCPC](#), gave us the 411 on this bloody procedure.

How the vampire breast lift works:

First, blood is drawn from your arm and then spun in a centrifuge to separate the plasma from the red and white blood cells. The platelets are stimulated to produce growth factors.

Meanwhile, the skin on your breasts is pricked with tiny needles causing "micro-damage." Your platelet-rich plasma (PRP) is applied to your skin to help it heal and to stimulate new collagen production at a faster rate than the micro-damage alone would do.

Dr. Shainhouse says the procedure should "encourage skin cells to act like newborn cells and make brand-new collagen, which can make the skin and underlying tissues appear thicker, firmer, plump, glowing, and young." She adds that using your own growth factors (via platelets from your blood) means "there is little chance of allergic or adverse reaction from the procedure."

More from *The Stir*: [Kim Kardashian Gets 'Vampire Facelift' on TV: Want to See Her Covered in Blood? \(PHOTO\)](#)

What it actually does:

"This procedure can help reduce the visible signs of skin aging, including dullness, poor circulation/sallow color, dyspigmentation from sun damage, thinning skin," Dr. Shainhouse says. "This procedure can stall the need for a breast lift in younger patients, but it is not a substitute for breast surgery," she adds.

Apparently the vampire breast lift is only skin-deep -- *literally*. Womp womp!

Dr. Shainhouse says you'll notice improvement in skin color and texture within a few days, though you may have to go in for multiple treatments for "optimal effect."

Is It Safe?

Well, that depends on how carefully it's done. Because this procedure is meant to treat the skin, not anything else underneath, theoretically it should be okay-ish. But keep in mind, you've got needles making incisions very close to your breast glands.

"This procedure can potentially be extremely dangerous, as you're never supposed to inject anything into the breast gland," says [Dr. Barry Weintraub M.D., F.A.C.S.](#), a top Board Certified cosmetic plastic surgeon in NYC and a National Spokesperson for the American Society of Plastic Surgery. "If it calcifies it can confuse a mammographer and can be misinterpreted as breast cancer."

Dr. Weintraub adds that the effects will be temporary, as the platelets will eventually be "digested" by the body. "If women are looking for breast augmentation, I strongly suggest implants, which are incredibly effective, safe and FDA approved."

So there you go. Is it worth it? Sure ... if you're obsessed with perfection and have so much money you need people to help you spend it (the treatment costs \$1,800, according to *Cosmo*). It's not really a breast "lift"-- more like a painful and complicated facial for the skin over your boobs. But hey, it's *your* plasma and skin. If this is what you want to do with them, go for it.