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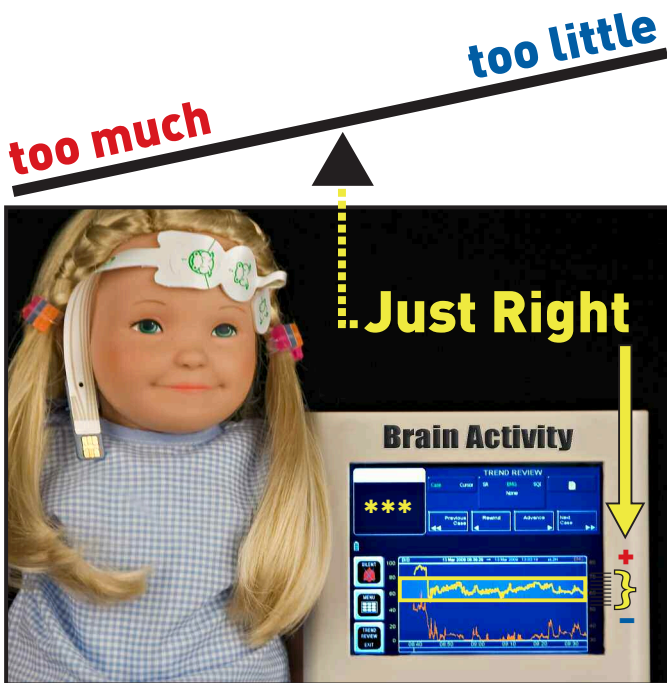
Barry L. Friedberg, M.D.



Congressional Award,
PK in the battlefield

Goldilocks Anesthesia

Dr. Barry Friedberg is the #1 Authority in Cosmetic Surgery Anesthesia



- ★ Ever wonder why people have that 'look' after surgery? (see side 2)
- ★ What you don't know about anesthesia hurts your brain.
- ★ Not 'too much' or 'too little'

Goldilocks Anesthesia is 'Just Right'

Measuring is better than guessing!

NEVER BEFORE DONE STORY ON NATIONAL MEDIA

www.GoldilocksAnesthesiaFoundation.org

www.GoldilocksAnesthesia.com

CONTACT DR. FRIEDBERG AT 1-949-233-8845

N.B.: Dr. Friedberg is not financially involved with any maker of brain activity monitors.

5 Reasons for that 'Look' after surgery:

1. Your 'sleeping' **brain – target** for anesthesia
2. Anesthesia dosing by **indirect measurement**
 - 20th century standard practice
 - Heart Rate & BP changes – notoriously unreliable + leads to...
3. **Routine over medication...fear of under medication...**
produces same effect as medical 'hang-over'
4. Increased C-reactive proteins – **inflammation** markers
5. **Pain input to brain** with General Anesthesia (GA)
 - causes stupification + non-response until recovery
 - still requires 'heavy' pain medication – morphine, etc.

***BAM – Brain Activity Monitor**

1. Anesthesia dosing by **direct measure** of anesthesia effect
2. Only way to get **Goldilocks Anesthesia**
3. Only requires Tylenol® or Toradol® for post-surgical pain

**How can you protect yourself and your loved ones
from over medication?**

Ask for a BAM with anesthesia.

Be your own patient safety advocate!

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