

MASTOLOGY

Mastologia

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For the majority of breast specialists, writing is not a priority; therefore, some of them will not write at all during their careers. Although the dictum “publish or perish” is firmly entrenched in academia, most specialists, in daily practice, exhausted by clinical and administrative duties, do not write. However, many young specialists are eager to write, but they do not know how to begin. In the end, writing is an activity performed by only a few.

Nevertheless, there is no progress in a medical specialty without a constant increase in the number and quality of publications. Obviously, publications are not the only key, but they have a direct influence on ascension. Breast specialists need to communicate, and words in a journal are the opportunity to do it for a wider audience. The act of writing is both for pleasure and interest. Few are granted the privilege of inventing something completely new, but all of us are able to evaluate and improve the use of new technologies — an exciting experience.

Mastology was born standing on the shoulders of giants. The former *Revista Brasileira de Mastologia* is a history of success, but it was time to change. The “market” for surgical papers is guided by the impact factor (IF). This is the scientific community score for the prestige of individual journals. It is easy to understand that journals of high IF attract the best manuscripts. While it is very difficult to improve a journal’s IF, it is very easy to lose it due to poor editorial performance, or even worse, not to be quoted due to the journal’s language, as in our case. An article written in English calls the attention of a large audience and recognition among peers. The preeminence of English in medical publishing is a fact. Therefore, for a journal that belongs to the Brazilian Society of Mastology, one of the biggest association of breast specialists in the world, it was necessary to cross the gap and become international.

As Editors, we are aware that crossing the gap and going beyond the border are difficult tasks, even with a great team of editors and international collaborators. Our progress depends greatly on an individual working environment. It is necessary to stimulate the production of good studies. Randomized trials are the first ones in evidence-based medicine, but demographic data, case reports, case series, cohorts, metaanalysis and reviews represent an order of ascending scientific merit too. Then, there is space for everybody with a good and well-structured paper, a good hypothesis and rigorous methodology. As Somerset Maugham said: “There are three rules for writing [...] unfortunately, no one knows what they are.” However, a successful writer has to take the first step, which will then, sooner or later, be natural for each one of us.

We hope that *Mastology*, as an international open-journal, will open the Brazilian and Latin-American mastology research to the world and be an instrument for the education and update of breast specialists.

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