

AFFECTS ON BREAST IMPLANT REVENUE

Consider the Benefits and Compromises of Each

	Silicone Gel Breast Implants	IDEAL IMPLANT® Structured Breast Implant
Sold to	Any physician*	Only Board certified / eligible plastic surgeons
Competitors	Everyone	Small number
Consultation-to-Surgery Rate	?	High
Patient Fee	-	At least \$500 more
Practice Marketing	?	Online content for free
Women Request the Brand	?	Yes
FDA Approved for Ages 18-22	No	Yes
Adjustable for Asymmetry	No	Yes
For More Upper Pole Support	Use more cohesive version	Increase fill of same version
FDA Device Tracking Forms	Yes	No
Operating Time	-	5 minutes more
Keller Funnel for Insertion	\$100 more	Not needed
Implant Cost (Pair)	Up to \$500 cheaper	-
Transparent / Uniform Pricing	No	Yes
Tier Pricing Program	Yes	Yes
Free 3-Day Shipping	Yes	Yes
Consignment	Available	Available

*Allergan and Mentor



Prior to use, read Instructions for Use at idealimplant.com

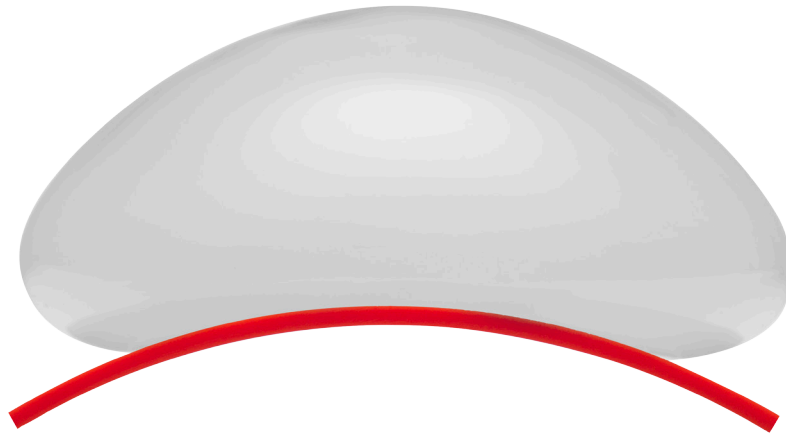


FEEL BEAUTIFUL AND SECURE

No risk of silent rupture
 No MRI scans needed
 Lower rupture rate
 Lower capsular contracture rate

Natural feel and look
 Safety of saline for peace of mind
 For age 18 and older
 Youthful shape and contour

THE STRUCTURED BREAST IMPLANT



Deflation/Rupture (MRI cohort) FDA Trial Data

PRIMARY AUGMENTATION		
IDEAL IMPLANT	7 yr	1.8%
Allergan Gel	7 yr	7.4%
Mentor Gel	6 yr	3.4%
Sientra Gel	6 yr	5.4%

Kaplan-Meier Risk Rates of First Occurrence

Capsule Contracture Baker III/IV FDA Trial Data

PRIMARY AUGMENTATION		
IDEAL IMPLANT	7 yr	6.3%
Allergan Gel	7 yr	16.2%
Mentor Gel	6 yr	9.8%
Sientra Gel	6 yr	10.0%

Kaplan-Meier Risk Rates of First Occurrence

Refer to the FDA-approved IDEAL IMPLANT Patient Information Booklet at idealimplant.com for information about the risks and benefits associated with the IDEAL IMPLANT® Structured Breast Implant. Additional information may be obtained at idealimplant.com.