



# WOMEN'S BREAST IMPLANT PREFERENCES

Technology and Culture are Changing—Is Your Practice?



## 2017 INDEPENDENT STUDY

933 Random Female Respondents

### GOALS

- **Identify women's priorities relating to breast implants**
- **To assess women's knowledge about breast implant options**
- **To determine how basic education impacted choices**

### AUDIENCE

- **Audience A:** 518 Women, ages 25-45 with income over \$75K
- **Audience B:** 415 Female Nurses
- **Answers did not significantly vary** between general population and nurses
- **Follow-up study of 102 female physicians** also revealed similar responses



IDEAL IMPLANT  
LOOKS GOOD AND FEELS NATURAL,  
AND OFFERS INSTANT RUPTURE DETECTION  
BY LOOKING AT THE BREAST.



**9 IN 10 WOMEN SURVEYED SAY**



**THEY PREFER SALINE**

coming into contact with their tissues over  
silicone gel if their implant ruptures

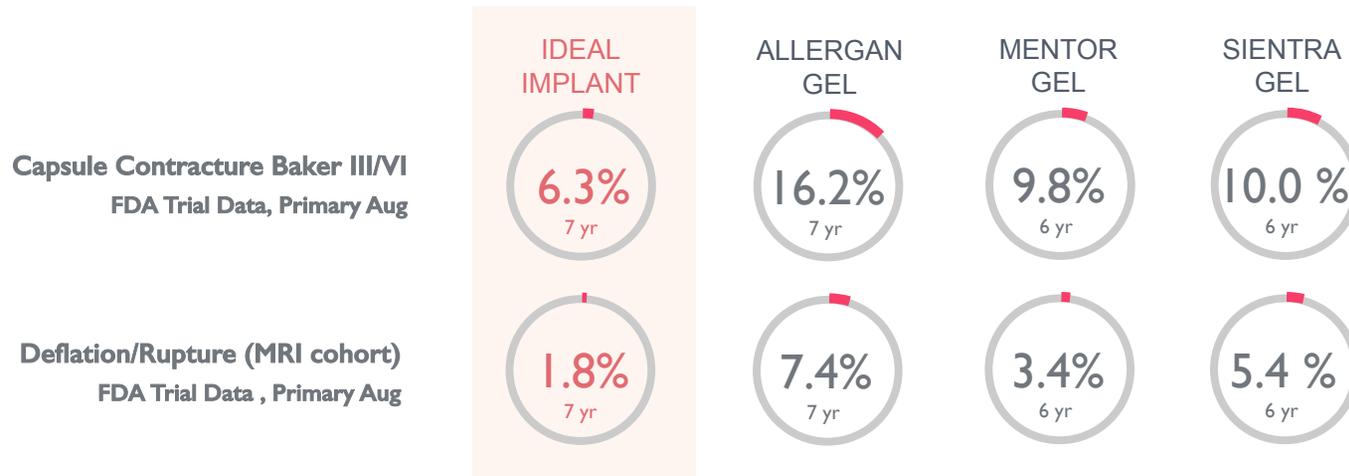


**THEY WANT INSTANT DETECTION**

of rupture observed by looking at the breast,  
no MRI needed



IDEAL IMPLANT OFFERS LOWER RUPTURE AND CONTRACTURE RATES.



7 IN 10 WOMEN STATE LOWER RUPTURE RISK IS THEIR TOP PRIORITY IN CHOOSING IMPLANTS AFTER LOOKS GOOD AND FEELS NATURAL

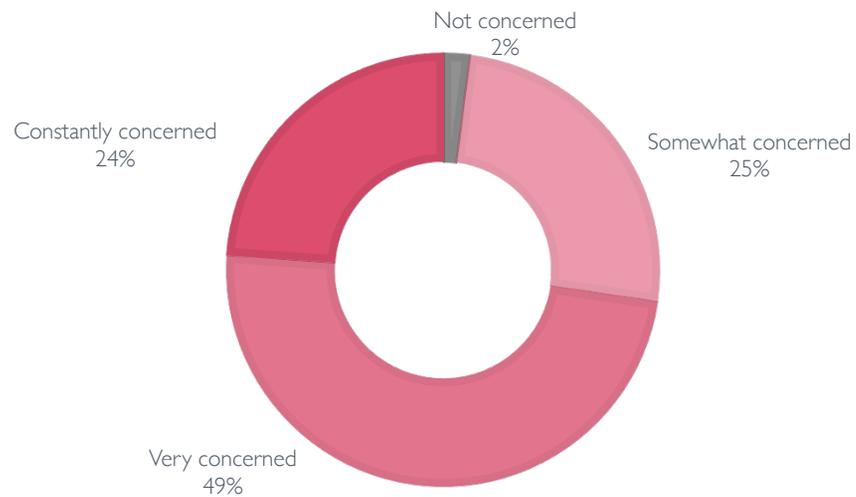




98%

OF WOMEN ARE CONCERNED  
ABOUT “SILENT RUPTURE” WITH  
SILICONE GEL IMPLANTS

“IF YOU HAD SILICONE GEL IMPLANTS, HOW CONCERNED WOULD YOU BE ABOUT SILENT RUPTURE?”



OF THOSE WHO HAVE SILICONE GEL IMPLANTS, 68% ARE VERY OR CONSTANTLY CONCERNED



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COMPARED TO SILICONE GEL,  
IDEAL IMPLANT OFFERS RUPTURE DETECTION BY  
LOOKING AT THE BREAST AND REPLACEMENT BY  
A LESS COMPLEX PROCEDURE.

**97% OF WOMEN**

Want to know whether their implant has ruptured

**95% OF WOMEN**

Want to replace the implant if ruptured, even with no symptoms



89%

OF WOMEN ARE LESS LIKELY TO CHOOSE  
SILICONE GEL WHEN GIVEN THE  
FDA RECOMMENDATIONS FOR  
MONITORING WITH MRI SCANS:

The FDA recommends women with silicone gel implants receive an MRI scan to detect silent rupture after three years, then every two years for life, and removal of the silicone gel implant is recommended if ruptured. MRIs may not be covered by insurance.

77%

OF WOMEN SAY THEY WOULD ASK THEIR  
PLASTIC SURGEON ABOUT IDEAL IMPLANT OR  
SEEK OUT AN IDEAL IMPLANT SURGEON AFTER  
READING THIS BASIC INFORMATION:

The IDEAL IMPLANT® Structured Breast Implant is a new FDA approved implant. It has a unique internal structure to provide a natural feel like silicone gel, but it is filled with only saline, which is harmlessly absorbed by the body if ruptured. The IDEAL IMPLANT also has a lower risk of rupture than other implants on the market.

IDEAL IMPLANT  
OFFERS BETTER PERFORMANCE WITH  
A SIMILAR LOOK AND FEEL TO SILICONE GEL.

**97% of women report IDEAL IMPLANT is**  
*“Comparable to silicone gel considering all factors”*

Based on survey of 41 plastic surgeons, 24 office staff and 52 others in the aesthetic surgery industry at ASAPS meeting April, 2014. Of 117 respondents comparing the implants, 72 were women, of whom 70 (97%) said IDEAL IMPLANT was a comparable alternative to silicone gel considering all factors, such as feel, shape, rupture detection, filler material, etc.



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## SURVEY CONCLUSIONS

**Women have rupture concerns - is the surgeon addressing these concerns?**

**Implant technology has progressed – is the surgeon offering the latest technology?**

**Women do not want silicone gel compromises, if given an option**

**When given the benefits of IDEAL IMPLANT, the majority of women lean toward this option**

## MYTHS vs. REALITY



**MYTH:** I need to minimize my consultation time.

**REALITY:** Women are increasingly turned off by surgeons who are not sensitive or listening to their rupture concerns, and will go elsewhere.



**MYTH:** Most women choose silicone gel.

**REALITY:** Most women don't know there is a better option and are being convinced to do what has always been done.



**MYTH:** I'll lose the case if I discuss silicone gel rupture and MRIs

**REALITY:** Women trust surgeons who are honest and direct about the data over those who gloss over the compromises of each implant.



**MYTH:** Women don't want to pay a bit extra for Structured Implants.

**REALITY:** Cost differences were named as one of the lowest concerns in the study; plus, more advanced technology can be leveraged to increase markup revenue.



**MYTH:** Women aren't interested in all the data.

**REALITY:** In the Information Age, women will now learn online what you don't tell them in the consult room, and are choosing more collaborative surgeons as a result.



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## LISTEN TO WHAT WOMEN ARE SAYING ONLINE

“Maybe he isn’t concerned about rupture, but it’s my body.”

“I didn’t realize how much silent rupture would weigh on my mind.”

“I felt like he pushed silicone gel because that’s just what he was used to.”

“He wasn’t up to date on the current technology.”

“He just brushed off my concerns, so I found another surgeon.”

If I’m worried about it becoming a problem, that’s a problem. I don’t need more stress.

“My IDEAL IMPLANTS look great, why worry about silent rupture if I don’t have to?”

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## IDEAL IMPLANT IS HELPING SURGEONS LEVERAGE THE CHANGING MARKET LANDSCAPE:

- Society is experiencing a major correction to the tradition of male authority figures subjugating women's concerns or pressuring them against their own interests
- The medical field is not an exception: women are seeking out more empathetic and collaborative surgeons
- Women are doing more research online and expect more discussion and patient-oriented decision making
- Beat out the competition by riding the change now before the changing marketplace requires it
- Don't underestimate these trends, they will make or break your practice!



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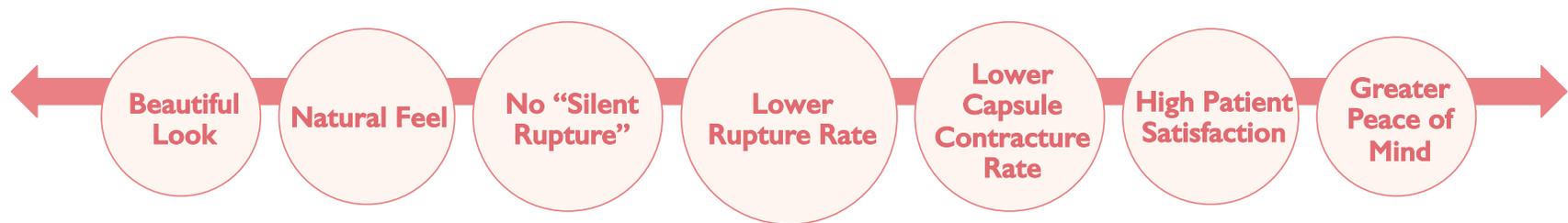
## IDEAL IMPLANT IS HELPING SURGEONS STAND OUT FROM THE COMPETITION

### **Associate your practice's brand with:**

- Staying abreast with advanced technologies
- Clear understanding of and respect for women's concerns about rupture
- Greater commitment to patient education and informed consent
- Premium implant with data-driven performance
- Eliminating silicone gel rupture concerns for happier patients with peace of mind



## WOMEN NO LONGER NEED TO MAKE SILICONE GEL COMPROMISES



There is no reason to do what you’ve always done. Times are changing. Commit your practice to addressing women’s real concerns about silicone gel rupture by offering IDEAL IMPLANT as an alternative.

The IDEAL IMPLANT is only available through ABPS – certified or eligible Plastic Surgeons.

Visit [idealimplant.com](http://idealimplant.com) to learn more.

Prior to use, read Instructions for Use at [idealimplant.com](http://idealimplant.com)

