# Natrelle



Offering a SMOOTH EXPERIENCE

from the start



Actual *Natrelle* INSPIRA® patients. **Individual results may vary.** 

\*Based on surgeon survey data, September 2020 (N = 118).

Please see inside for Indications and Important Safety Information.

# The right implant depends on your

# **PATIENTS' NEEDS**

When patients are considering breast implants, some things that come to mind include the look, the feel, and, of course, safety. Since every patient has different needs and wants, we're proud to offer the largest smooth portfolio. It'll help pave the way for a smooth experience for you and your patients, from start to finish, and beyond.



#### Natrelle® Breast Implants Important Information

Natrelle® Breast Implants are indicated for women for the following:

- . Breast augmentation for women at least 22 years old for silicone-filled implants. Breast augmentation for women at least 18 years old for saline-filled implants. Breast augmentation includes primary breast augmentation to increase breast size, as well as revision surgery to correct or improve the result of a primary breast
- Breast reconstruction. Breast reconstruction includes primary reconstruction to replace breast tissue that has been removed due to cancer or trauma or that has failed to develop properly due to a severe breast abnormality. Breast reconstruction also includes revision surgery to correct or improve the result of a primary breast reconstruction surgery.

#### **IMPORTANT SAFETY INFORMATION**

#### CONTRAINDICATIONS

Breast implant surgery should not be performed in:

- Women with active infection anywhere in their body.
- . Women with existing cancer or precancer of their breast who have not received adequate treatment for those conditions.
- · Women who are currently pregnant or nursing.

- Breast implants are not lifetime devices or necessarily a one-time surgery.
- Avoid damage during surgery: Care should be taken to avoid the use of excessive force and to minimize handling of the implant. Use care when using surgical instruments in proximity with the breast implant. For more information, please see the full Directions for Use.

Safety and effectiveness have not been established in patients with the following:

- Autoimmune diseases (eg, lupus and scleroderma).
- A compromised immune system (eg, currently receiving immunosuppressive therapy).
- Planned chemotherapy following breast implant placement.
- Planned radiation therapy to the breast following breast implant placement.
- Conditions or medications that interfere with wound healing and blood clotting.
- Reduced blood supply to breast tissue.
- · Clinical diagnosis of depression or other mental health disorders, including body dysmorphic disorder and eating disorders. Please discuss any history of mental health disorders prior to surgery. Patients with a diagnosis of depression, or other mental health disorders, should wait until resolution or stabilization of these conditions prior to undergoing breast

#### Please see additional Natrelle® Breast Implants Important Safety Information on page 4.

# The desired look your

# **PATIENTS WANT**

of prospective AUGMENTATION patients surveyed preferred this look.2,\*



Fullest look with

a very rounded

look on top



Fuller look with

more roundness

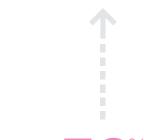








Very little fullness on top







of prospective RECONSTRUCTION patients surveyed preferred this look.3,†



<sup>\*</sup>Based on a 2017 survey of 141 prospective breast augmentation patients. †Based on a 2020 survey of 98 prospective and existing breast reconstruction patients.

# Natrelle® offers 5 PROFILES for every patient type<sup>4</sup>

With the Natrelle INSPIRA® Smooth Collection, you can shape the breasts of all your patients—whether it's reconstruction, revision, or augmentation.



The Natrelle® Portfolio also includes saline-filled breast implants.



## Natrelle® Breast Implants IMPORTANT SAFETY INFORMATION (continued)

Key adverse events are reoperation, implant removal with or without replacement, implant rupture with silicone-filled implants, implant deflation with saline-filled implants, and

Other potential adverse events that may occur with breast implant surgery include: asymmetry, breast pain, breast/skin sensation changes, capsular calcification, delayed wound healing, hematoma, hypertrophic scarring/scarring, implant extrusion, implant malposition, implant palpability/visibility, infection, nipple complications, redness, seroma, swelling,

For more information see the full Directions for Use at www.allergan.com/products. To report a problem with Natrelle® Breast Implants, please call Allergan

Natrelle® Breast Implants are available by prescription only.

# Three cohesivities.

## Only Natrelle INSPIRA® offers 3 different cohesivities<sup>5</sup>

# **COUNTLESS POSSIBILITIES.**4,\*

## Smooth implants designed to retain upper pole fullness.<sup>†</sup>

How well an implant maintains its fullness when held upright and keeps its overall shape depends on its cohesivity. An implant with highly cohesive gel will hold its shape more than an implant with responsive gel.6,t



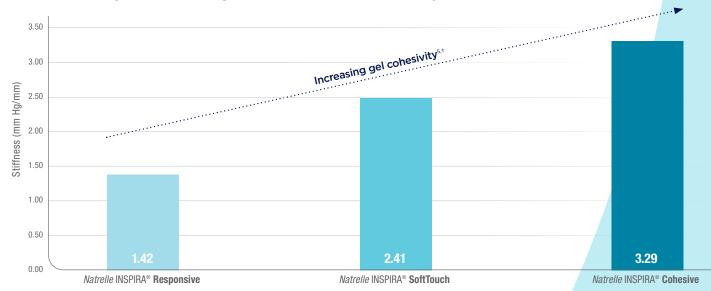




\*300 smooth breast implant options. †Based on implant performance testing; clinical significance has not been established.

Images for representation only. In vivo significance has not been established.

## Smooth implants designed to hold their shape.



#1 selected round gel implant collection in the US1,8

Methodology Breast implant devices (n = 6 per group) were placed in a horizontal orientation on a sliding stage; the width and maximum projections of the implants were measured using fixed calipers. The devices were then placed in a vertical-supported orientation using a 90° angle, and the width and maximum projections were measured again. From those measurements, the retention of dimension was calculated and the relative change was determined. <sup>§</sup>Based on surgeon survey data, September 2020 (N = 118).

# **ADVANCED** implant technology

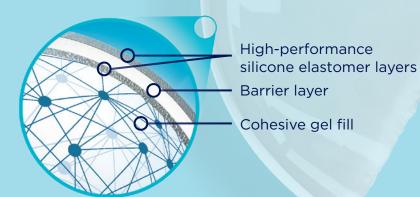
What's in our implants matters. When you and your patients are considering *Natrelle*<sup>®</sup>, be sure to tell them about the unique composition of *Natrelle* INSPIRA<sup>®</sup> Breast Implants, because it may help address some common concerns they have.

#### A gel designed to stay in place.

The cohesive gel in all *Natrelle*® gel breast implants is designed to hold together. When *Natrelle*® gel implants are cut ex vivo, the gel stays in place.\*

# INTRASHIEL™ barrier shell technology minimizes

diffusion through the silicone elastomer shell.<sup>7</sup>



\*In vivo significance has not been established.

#### Natrelle INSPIRA® Cohesive

The most cohesive round gel breast implant in the US.5

#### Natrelle® 133S Smooth Tissue Expanders With MAGNA-SITE® Injection Sites Important Information

#### INDICATIONS

- $\textit{Natrelle} \, ^{\circ}$  133S Smooth Tissue Expanders are indicated for:
- Breast reconstruction following mastectomy.
- Treatment of underdeveloped breasts.Treatment of soft tissue deformities.
- MADODTANT CAFETY INCODERATION

#### IMPORTANT SAFETY INFORMATION

#### CONTRAINDICATIONS

Natrelle® 133S Smooth Tissue Expanders SHOULD NOT be used in patients:

- Who already have implanted devices that would be affected by a magnetic field (eg, pacemakers, drug infusion devices, artificial sensing devices).
- Whose tissue at the expansion site is determined to be unsuitable
- Who have an active infection or a residual gross tumor at the expansion site.
- Undergoing adjuvant radiation therapy.
- Whose physiological condition (eg, sensitive over- or underlying anatomy, obesity, smoking, diabetes, autoimmune disease, hypertension, chronic lung or severe cardiovascular
  disease, or osteogenesis imperfecta) or use of certain drugs (including those that interfere with blood clotting or affect tissue viability) poses an unduly high risk of surgical and/or
  postoperative complications.
- Who are psychologically unsuitable.

#### WARNING

• <u>DO NOT</u> use *Natrelle*® 133S Smooth Tissue Expanders in patients who already have implanted devices that would be affected by a magnetic field (see Contraindications) because the MAGNA-SITE® integrated injection site contains a strong rare-earth, permanent magnet. Diagnostic testing with Magnetic Resonance Imaging (MRI) is contraindicated in patients with *Natrelle*® 133S Smooth Tissue Expanders in place.

# Natrelle ConfidencePlus

# warranty program

Help your patients make a confident choice.

# ConfidencePlus® WARRANTY Program

## ConfidencePlus® gel warranty

FREE coverage and automatic enrollment

#### Rupture

- Implant replacement: Lifetime for both affected and contralateral implants
- Out-of-pocket financial assistance: Up to \$3500 for 10 years

#### Capsular contracture Baker Grade III/IV

- Implant replacement: 10 years for both affected and contralateral implants
- Out-of-pocket financial assistance: Up to \$2000 for 2 years (augmentation patients only)\*

#### Late seroma

• Implant replacement: 20 years for both affected and contralateral textured implants

#### Late seroma diagnostic testing coverage

If the patient has textured gel or textured saline breast implants, Allergan will cover up to \$1000 of out-of-pocket fees toward diagnostic testing for late seroma to rule out breast implant-associated anaplastic large cell lymphoma (BIA-ALCL).

#### **BIA-ALCL** treatment coverage

In the event of a BIA-ALCL diagnosis, the patient is eligible for up to \$7500 out-of-pocket financial assistance toward the removal of the breast implant(s) and the associated scar tissue (complete capsulectomy).

Allergan will also provide replacement implant(s) at no charge. For coverage eligibility, surgeons are directed to contact Allergan and provide appropriate documentation.

# Natrelle® 133S Smooth Tissue Expanders IMPORTANT SAFETY INFORMATION (continued) WARNINGS (continued)

- DO NOT alter the tissue expander or use adulterated fill. Fill only with sterile saline for injection as described in INSTRUCTIONS FOR USE. DO NOT expose to contaminants.
- <u>DO NOT</u> expand if the pressure will compromise wound healing or vasculature of overlying tissue, or beyond patient or tissue tolerance. Stop filling immediately if tissue damage, wound dehiscence, abnormal skin pallor, erythema, edema, pain, or tenderness are observed.
- DO NOT reuse explanted products.
- Active infection anywhere may increase risk of periprosthetic infection. <u>DO NOT expose the tissue expander or injection needles to contaminants</u>. Postoperative infections should be treated aggressively.
- · Adverse reactions may require premature explantation.
- When using suturing tabs be careful to avoid piercing the shell. Use a new one if damage occurs.
- Natrelle® 133S Smooth Tissue Expanders are temporary devices and are not to be used for permanent implantation or beyond 6 months. Tissue expansion in breast reconstruction typically requires 4 months to 6 months.

#### PRECAUTION

Active infections may need to be treated and resolved before surgery. Allergan relies on the surgeon to know and follow proper surgical procedures and carefully evaluate patient suitability using standard practice and individual experience. Avoid damage to the tissue expander and use a <u>sterile backup</u> in case of damage. Pay careful attention to tissue tolerance and hemostasis during surgery. Expansion should proceed moderately and never beyond patient or tissue tolerance. Avoid contamination in any postoperative procedure.

#### **ADVERSE REACTION**

Deflation, tissue damage, infection, extrusion, hematoma/seroma, capsular contracture, premature explantation, displacement, effects on bone, pain, sensation, distortion, inadequate tissue flap, and inflammatory reaction.

For more information, please visit www.allergan.com/products.To report a problem with Natrelle, please call Allergan at 1-800-433-8871.

Natrelle® 133S Smooth Tissue Expanders are available by prescription only.

<sup>\*</sup>Covers one incident per patient; recurring capsular contracture is not covered.

# Expanding PATIENT REACH to your practice

#### PAID SEARCH

Online searches for relevant keywords



#### **SOCIAL MEDIA** Content to build

brand awareness and educate patients

#### REALSELF.COM A trusted community

that connects people with top providers

#### **NEWBEAUTY®**

Editorials and ads educate patients about why they should #GoGummy

#### YOUTUBE® CHANNEL

Brand channel dedicated to sharing stories and educating consumers

#### **NATRELLE® 3D VISUALIZER**

An app that helps patients envision their new look



1.5M impressions expected in 20218

10M monthly visitors<sup>10</sup>







## All of these channels drive patients to



Find a Surgeon tool ultimately connects interested and informed patients with plastic surgeons like you!

Social Media Toolkit allows you to connect with your patients through your social media platforms!



## Natrelle® Gel Rewards Program encourages repeat patients.



of existing augmentation patients surveyed who were aware of promotions received another aesthetic treatment (n = 32)13,\*



of **informed** patients received an injection13,†



returned for additional treatment<sup>13,†</sup>

# 2 exclusive **PATIENT OFFERS** that benefit your practice



Allē

Actual Natrelle INSPIRA®

Individual results may vary



When augmentation patients select Natrelle® gel breast implants, they will receive a FREE Allergan Aesthetics treatment or product.\*

#### SHARE WITH A FRIEND

Patients can also give a friend a FREE Allergan Aesthetics treatment or product.\*

## Introducing Alles:

An even more brilliant loyalty program by Allergan Aesthetics.

#### **EARN**

Patients earn 500 points with a Natrelle® gel breast augmentation.

#### REDEEM

Patients save on other Allergan Aesthetics treatments and products.

#### There are 3 ways to help your consumers become an Alle member:

- 1. Direct them to Alle.com to create an account.
- 2. Send an Allē invite link to their mobile device via the provider dashboard.
- 3. Suggest they call Alle member support at 888-912-1572.

<sup>\*</sup>Based on an online survey in 2020. †Based on a 2020 survey of existing augmentation patients who were aware of promotions (n = 32)and received an injection (n = 17).

<sup>\*</sup>Offerings are subject to change. Terms and conditions apply; for qualified augmentation

# Women who went gummy

# **BREAST AUGMENTATION**



Revision Augmentation With Breast Lift With Natrelle INSPIRA® Cohesive



Natrelle INSPIRA® Cohesive Style SCM-445 Implant dimensions: 445 cc volume, 13.50 cm diameter, 4.5 cm projection

Photos provided by Dr Allen Gabriel.

Individual results may vary.



AFTER Fullness

Natrelle INSPIRA® SoftTouch Style SSM-310 Implant dimensions: 310 cc volume, 12.00 cm diameter, 4.0 cm projection

Photos provided by Dr Gaurav Bharti.
Individual results may vary.



AFTER

Natrelle INSPIRA® Cohesive Style SCX-580 Implant dimensions: 580 cc volume, 13.50 cm diameter, 6.4 cm projection
Photos provided by Dr Allen Gabriel.
Individual results may vary.



AFTER

AFTER

Fullness

Natrelle INSPIRA® Cohesive Style SCM-310 Implant dimensions: 310 cc volume, 12.00 cm diameter, 4.0 cm projection
Photos provided by Dr Allen Gabriel.
Individual results may vary.

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# SMOOTH surface. PRECISE expansion.

Available in 36 smooth options and 6 profiles<sup>4</sup>



Natrelle® 133S Smooth Tissue Expander features the FOURTÉ® Expander Fill System for 4X faster fill than a standard 21-gauge needle.¹6,\*,†

\*Clinical significance has not been established.

\*Methodology The FOURTÉ® Expander Fill System and 21-gauge needle are attached to 60-cc syringes filled with water. The injector starts the injection at maximum effort while the time is tracked. When the plunger reaches the end of the syringe barrel, the time is stopped and recorded. This is repeated 20 times, recorded, and compared.



# Women who chose *Natrelle*® for

# **BREAST RECONSTRUCTION**



of women who had breast reconstruction with Natrelle® breast implants were satisfied with their results at 10 years.7,\*



# **Breast Reconstruction** With Pre-pec Placement and Fat Transfer



Natrelle INSPIRA® Cohesive Style SCF-650 Implant dimensions: 650 cc volume, 14.50 cm diameter, 5.9 cm projection Photos provided by Dr Ritu Chopra.

Individual results may vary.





Natrelle INSPIRA® Responsive Style SRL-110 (right) Implant dimensions: 110 cc volume, 10.00 cm diameter, 2.0 cm projection

Natrelle INSPIRA® Cohesive Style SCF-415 (left) Implant dimensions: 415 cc volume, 12.50 cm diameter, 5.1 cm projection

Photos provided by Dr Hani Sbitany. Individual results may vary.





Natrelle INSPIRA® Cohesive Style SCF-415 Implant dimensions: 415 cc volume, 12.50 cm diameter, 5.1 cm projection Photos provided by Dr Allen Gabriel. Individual results may vary.

# **Breast Reconstruction** With Pre-pec Placement

**Revision Reconstruction** 





Natrelle INSPIRA® SoftTouch Style SSF-520 Implant dimensions: 520 cc volume, 13.25 cm diameter, 5.5 cm projection Photos provided by Dr Maurice Nahabedian. Individual results may vary.

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<sup>\*</sup>Patient satisfaction based on primary reconstruction patients using round implants (n = 43; 67.4% definitely satisfied and 23.3% somewhat satisfied).



References: 1. Data on file, Allergan Aesthetics, September 2020. 2. Data on file, Allergan, October 2017. 3. Data on file, Allergan Aesthetics, July 2020. 4. Data on file, Allergan, February 2018. 6. Data on file, Allergan, February 2017. 7. Natrelle\* Silicone-Filled Breast Implants and Natrelle INSPIRA\* Breast Implants: Smooth & BIOCELL\* Texture Directions for Use, 2017. 8. Data on file, Allergan Aesthetics, October 2020. 9. Data on file, Allergan Aesthetics, November 2020. 10. RealSelf\* Insights Center. RealSelf website. https://insightscenter.realself.com. Accessed May 1, 2018. 11. NewBeauty\* 2018 Media Kit. Sandow website. http://www.sandow.com/wp-content/uploads/2014/07/NB\_2018\_MediaKit\_110118\_SL.pdf. Accessed October 25, 2018. 12. Data on file, Allergan Aesthetics, October 2020. 13. Data on file, Allergan, April 2020. 14. O'Shaughnessy K. Evolution and update on current devices for prosthetic breast reconstruction. Gland Surgery. 2015;4(2):97-110. 15. Natrelle\* 133S and Natrelle\* 133 Plus Tissue Expanders Directions for Use, 2018. 16. Data on file, Allergan, January 2016. 17. Data on file, Allergan, January 2017.

