

**FOR IMMEDIATE RELEASE**

**Contact:** Emma Reynolds  
(949) 562-2196  
ereynol4@its.jnj.com

**NEW BREAST IMPLANT FOR PATIENTS UNDERGOING BREAST RECONSTRUCTION,  
AUGMENTATION OR REVISION SURGERY**

*MENTOR® Announces U.S. Availability For MemoryGel® Xtra Breast Implants*

Irvine, Calif., October 4, 2017 -- Mentor Worldwide LLC, a global leader in breast aesthetics, today announced the availability of its MemoryGel® Xtra Breast Implants in the United States. MENTOR® MemoryGel® Xtra — which is being showcased at the 2017 Plastic Surgery Meeting hosted by the American Society of Plastic Surgeons (ASPS) in Orlando, FL (Johnson & Johnson Medical Devices Booth #523) — is the only breast implant on the market which allows for increased projection, fullness and firmness<sup>1-3</sup> without losing the soft, natural feel patients desire.<sup>4</sup>

"I'm excited to provide my patients with the latest breast implant option from MENTOR®," said Dr Louis Strock\*, American Board of Plastic Surgery, Diplomate. "MemoryGel® Xtra Breast Implants offer a rare combination of a more tight feel while maintaining an overall natural softness."

In a recent blinded brand comparison, nine out of 10 consumers chose MemoryGel® Xtra implants as feeling more like natural (or real) breasts.<sup>4,5</sup> Surgeons also chose MemoryGel® Xtra implants as a product they would use more often at their practice.<sup>6</sup>

"For more than 30 years, approximately 5 million women have chosen MENTOR® breast implants as a safe and reliable option to achieve their desired outcome," said Dr. John Canady, Franchise Medical Leader, Johnson & Johnson Medical Devices. "We're always looking for ways to advance our products and meet the ever-evolving needs of our patients. The meaningful innovation of MemoryGel® Xtra not only increases options for patients but also reinforces the MENTOR® global leadership position in breast aesthetics."

MENTOR® MemoryGel® Xtra breast implants were approved by the U.S. Food & Drug Administration in April 2017.

MENTOR® also recently launched the ARTOURA™ Breast Tissue Expander line with a smooth shell in July 2017 throughout the U.S. This new option provides an alternative for surgeons who may prefer a smooth tissue expander.

**About Mentor Worldwide LLC**

Mentor Worldwide LLC, part of Johnson & Johnson Medical Devices Companies, is a leading supplier of breast implants in the global aesthetic market. The company develops, manufactures, and markets innovative, science-based products for surgical and non-surgical medical procedures that allow breast surgery patients to improve their quality of life. The company is focused on two strategic areas: breast reconstruction and breast augmentation. MENTOR® is the only manufacturer whose silicone breast implants are made in the U.S.A.

For more information about MENTOR® visit: [www.mentorwwllc.com](http://www.mentorwwllc.com)

**Important Safety Information:**

MENTOR® MemoryGel® Breast Implants are indicated for breast augmentation in women at least 22 years old or for breast reconstruction. Breast implant surgery should not be performed in women with

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

Breast implants are not lifetime devices and breast implantation is not necessarily a one-time surgery. The most common complications with the MemoryGel® Breast Implants include reoperation, capsular contracture, asymmetry, and breast pain. A lower risk of complication is rupture. The health consequences of a ruptured silicone gel-filled breast implant have not been fully established. MRI screenings are recommended three years after initial implant surgery and then every two years after to detect silent rupture.

Patients should receive a copy of Important Information for Augmentation Patients about MENTOR® MemoryGel® Silicone Gel-Filled Breast Implants or Important Information for Reconstruction Patients about MENTOR® MemoryGel® Silicone Gel-Filled Breast Implants. Your patient needs to read and understand the information regarding the risks and benefits of breast implants, with an opportunity to consult with you prior to deciding on surgery.

For detailed indications, contraindications, warning and precautions associated with the use of MemoryGel® Breast Implants. Please refer to the Product Insert Data Sheet provided with each product, or online at [www.mentorwllc.com](http://www.mentorwllc.com).

\* Dr. Strock is a paid consultant to Mentor Worldwide LLC.

1. When compared to MemoryGel® Breast Implants
2. Product Dimensions for MemoryGel and MemoryGel Xtra Breast Implants
3. Mentor R&D Compression Benchtop Testing - July 2017
4. In-person consumer survey with 452 respondents. Mentor Consumer Preference Market Research Report - July 2017
5. Head-to-head blinded in-person tabletop product comparison (MemoryGel Xtra vs. Inspira Responsive vs. Inspira Cohesive) with 452 respondents
6. Head-to-head in-person tabletop product comparison (MemoryGel Xtra vs. Inspira Responsive vs. Inspira Cohesive) with 79 surgeons. Mentor Surgeon Preference Market Research Report - July 2017

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