



For Media Inquiries:
Francesca DeMartino
fdemarti@its.jnj.com
(310) 739-6476

MENTOR WORLDWIDE LLC AND BROOKE BURKE-CHARVET PARTNER TO INTRODUCE NEW INTERACTIVE TOOL FOR WOMEN CONSIDERING BREAST AUGMENTATION SURGERY

“New You” Visualizer Allows Women to View Their New Look In the Privacy of Their Own Home

SANTA BARBARA, Calif. – June 18, 2012 – Mentor Worldwide LLC today announced a new educational campaign featuring mom, actress and entrepreneur Brooke Burke-Charvet. As part of the campaign, Burke-Charvet will introduce a first-of-its-kind interactive tool – the *New You Visualizer* – which helps women see their new look before moving forward with consultation and augmentation surgery.

Burke-Charvet is well known for her candor when it comes to her work, marriage, family and life. As a long-time advocate of living a healthy lifestyle, Burke-Charvet encourages women to be the best version of themselves and take the steps to help get them there.

“If cosmetic surgery is something you’re considering it’s important to make an informed, healthy decision. In truth, I think the decision-making process is as important as the procedure itself,” said Burke-Charvet. “Women are bombarded with information about breast augmentation, but don’t get the answer they really want, specifically ‘How will I look afterward?’. I love that the *New You Visualizer* empowers women to inform themselves,” Burke-Charvet said.

The *New You Visualizer*, developed by Mentor, is available at LoveYourLook.com. It gives women the opportunity to view what their results could look like in the privacy of their own home. They can look at options, including implant size and shape before they go to the doctor. The *New You Visualizer* lets women explore the possibilities of breast augmentation surgery in a few simple steps:

- Securely upload their own photo (ideally in a bra or swimsuit top) and make adjustments for implant size, shape and lift
- Create personalized before and after images that show their new look with breast implants
- Save results to their Look Book for review or adjusting later
- Share their simulated breast augmentation results with loved ones and their physician

“Our goal with this campaign is to enable a better conversation between a woman and her doctor so she can achieve the best results possible,” said David Wilson, Worldwide President, Mentor Worldwide LLC. “As a leader in the breast augmentation market, we feel that it is our responsibility to advance the tools available to women as they make important decisions about their bodies.”

-more-

About Mentor Worldwide LLC

Founded in 1969, Mentor Worldwide LLC is a leading supplier of medical products for the global aesthetic medicine market. The Company develops, manufactures and markets innovative, science-based products for aesthetics markets around the world. Headquartered in Santa Barbara, California, Mentor has manufacturing and research operations in the United States, Mauritius, and the Netherlands.

About Brooke Burke-Charvet

Brooke Burke-Charvet is a successful host, actress and entrepreneur. A native of Tucson, she currently co-hosts ABC's hit competition show, "Dancing With The Stars," with Tom Bergeron, having earned the coveted mirror ball trophy as season seven's champion with professional dance partner, Derek Hough. Brooke has co-hosted the Annual Miss America Pageant alongside "The Bachelor's" Chris Harrison for two years and is confirmed to host again next year. As a mother of four, Brooke has made a name for herself in the world of motherhood. She is the co-creator of ModernMom.com, a trusted online magazine offering fresh, inspirational, original content written by moms, for moms; creator of online store BabooshBaby.com, which features Tauts, her popular post-pregnancy belly wraps; "Mommy Expert" on nationally-syndicated daytime program "The Doctors"; and author of "The Naked Mom: A Modern Mom's Fearless Revelations, Savvy Advice and Reflections," her first book that draws on her own experiences as a mother and busy career woman to explain why there is no such thing as "perfection" or "balance" when it comes to being a modern mom. Brooke is regularly ranked as one of the sexiest women in the world, appearing on top-selling swimsuit calendars and magazines. To help and inspire others to keep in shape, she created Transform Your Body with Brooke Burke, a fresh, fun and dynamic DVD workout program.

###