

## Dallas company announces New Breast Implant Designed as Alternative to Silicone Gel

DALLAS - (Business Wire) At a time when breast augmentation tops the list for U.S. cosmetic surgical procedures, women are still left choosing between either the safety of saline or the natural result of silicone gel. Plastic surgeons are now looking to offer the best features of both in the revolutionary new technology of the IDEAL IMPLANT® Saline-filled Breast Implant. A clinical trial is launching this month in select markets nationwide, giving some women the opportunity to be among the first to have this new implant. &nbsp; The first major new breast implant technology in over 20 years, the IDEAL IMPLANT is designed to offer the natural result of silicone gel, but with only saline inside to give peace of mind. Its novel yet simple design was developed by a noted plastic surgeon expert and consists of a series of implant shells of increasing size nested together. The internal perforated shells control saline movement to reduce "sloshing and bouncing." The IDEAL IMPLANT is also engineered to conform to the chest wall with the edge low, to minimize the unattractive wrinkling on the sides often associated with standard saline implants. Despite recent FDA approval of silicone gel implants, standard saline implants represent about 60 percent of all breast augmentations, reflecting women's desire for the benefits and safety of saline. The IDEAL IMPLANT looks to provide natural results similar to silicone gel implants, but without the safety concerns, such as difficulty detecting silent ruptures requiring MRI scans, diffusion of small silicone compounds into the tissues, and possible long-term side effects. "With advances in healthcare technology and an awakening of environmental consciousness, Americans are more aware of what we put into our bodies than ever before" we eat organic food, avoid pesticides, and scrutinize labels," explains Dr. Robert S. Hamas, M.D., the plastic surgeon inventor of the IDEAL IMPLANT. "Women seeking breast augmentation are increasingly informed about the potential risks and benefits. I designed the IDEAL IMPLANT to meet the needs of today's women, who want a natural result but prefer the safety of saline." The selected plastic surgeons in Atlanta, Dallas, Houston, Southeast Florida (Miami and Fort Lauderdale area), and Southern California (Los Angeles and Orange County area), will enroll a total of 500 women in the clinical trial, set to provide the FDA with the data needed to establish the safety and effectiveness of the IDEAL IMPLANT. The trial is open to healthy women who are undergoing a first breast augmentation or the replacement of their existing augmentation implants. Women interested in the IDEAL IMPLANT are encouraged to make a consultation appointment with one of the plastic surgeon investigators to get acquainted and learn about both the benefits and risks of breast augmentation. Ideal Implant Incorporated is offering a unique follow-up incentive plan to patients who complete all required follow-up visits for the trial. For a full list of participating surgeons and contact information, please see the "To Enroll" section of the Web site at [www.idealimplant.com](http://www.idealimplant.com). About Ideal Implant Incorporated Ideal Implant Incorporated was founded in 2006 by Dallas-based plastic surgeon Robert S. Hamas, M.D., to develop, manufacture and market a breast implant with the first new technology in over 20 years. Plastic surgeons are the majority owners of the company and have been actively involved with the IDEAL IMPLANT design. The company touts an extensive list of experts as part of its scientific advisory board, corporate advisors, and engineering and scientific consultants. Inventor of the IDEAL IMPLANT, Dr. Hamas is a practicing, board certified plastic surgeon, past president of the Dallas Society of Plastic Surgeons, and has appeared with national media outlets including Oprah and CNN. He is the inventor of a surface treatment for breast implants and is a recognized expert in breast implants, including award-winning studies of teardrop-shaped implants.

### About the Author

For more information on IDEAL IMPLANT and the related clinical trial, please visit the company Web site at [www.idealimplant.com](http://www.idealimplant.com).

Editor's Note: Photos are available upon request.

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