

## Amoena Fact Sheet Spring 2010

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### WHO IS AMOENA?

Amoena provides an industry-leading portfolio of post-breast surgery products to women throughout the world. Headquartered in Raubling, Germany, Amoena's US subsidiary (including sales and marketing) is based outside Atlanta, in Kennesaw, GA. Amoena is recognized as a worldwide leader of post-breast surgery products. The company markets its products through highly experienced certified fit specialists in retail and medical facilities, who provide individualized care and services to women throughout North, Central and South America; Europe, the Far East, and the Pacific Rim.

### SCOPE OF MARKETPLACE

According to the American Cancer Society, about 1 in 8 women (12%) in the U.S. will develop breast cancer in their life.<sup>1</sup> Most of these women will undergo some type of breast cancer surgery (e.g. lumpectomy or mastectomy) and will need products such as breast shapers or prostheses. Amoena currently markets its products through 184 hospitals and clinics, as well as thousands of specialty boutiques and high-end retailers such as Nordstrom, Dillards and Von Maur. In 2007, Amoena manufactured and sold 2,359,388 products worldwide.

### WHAT WE OFFER WOMEN

Amoena strives to empower women with as much information as possible as they move forward with their own personal choices and journeys after breast surgery. The company's goal is to help fulfill women's needs for femininity, to restore a positive body image and renew confidence and self-esteem. All Amoena products are designed to be feminine, fashionable and comfortable to help provide a natural feeling of well-being.

### OUR PRODUCTS AND SERVICES

Amoena's line of products offers a combination of comfort and design. The company's latest proprietary innovation incorporates the patented *Comfort+* technology. This new technology provides the market with the first three-layer breast form. The temperature-equalizing formula is integrated directly into the breast form. It is 25% lighter than standard silicone breast forms, and has a cashmere-like outer film which helps women stay drier while ensuring every day comfort.

### OTHER PRODUCTS

*Intimate Apparel*, featuring a complete line of bras, for optimal support and a balanced silhouette.

*Swimwear*, innovative tailoring translates into high quality swimsuits that are both stylish and comfortable to wear.

*Breast Forms*, tailored to the body, individual circumstances and lifestyle of women who have had breast surgery.

*Symmetry Shapers*, designed to provide optimal breast symmetry and balance.

*Post Operative Products*, special breast forms and lingerie developed to protect sensitive areas after breast surgery and radiotherapy.

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<sup>1</sup> American Cancer Society: What are the key Statistics for Breast Cancer? Accessed on 10/22/08 at [http://www.cancer.org/docroot/CRI/content/CRI\\_2\\_4\\_1X\\_What\\_are\\_the\\_key\\_statistics\\_for\\_breast\\_cancer\\_5.asp](http://www.cancer.org/docroot/CRI/content/CRI_2_4_1X_What_are_the_key_statistics_for_breast_cancer_5.asp)

*Accessories*, including a range of products for skin and breast forms

**DISTRIBUTION CHANNELS**

Amoena products are available through hospitals and specialty clinics, as well as through boutiques, high-end retailers and select Durable Medical Equipment (DME) providers.

**TRAINED FIT SPECIALISTS**

Purchasing post-surgical products is a highly personal experience that requires trained, certified fit specialists to achieve the best results. Recognizing that women have unique needs, as well as concerns and questions, Amoena works with dedicated fit specialists who are specially trained to provide the ideal products to meet a woman's immediate and long-range needs depending on her physical requirements and lifestyle.

**SPONSORED RESOURCES**

Amoena sponsors [TheBreastCareSite.com](http://TheBreastCareSite.com), an educational web site created to help breast cancer survivors reclaim a positive body image and a healthy lifestyle. [TheBreastCareSite.com](http://TheBreastCareSite.com) was developed to address the general needs of all who have been touched by breast cancer, including newly diagnosed women and long-time survivors, as well as their friends, family members and co-workers.

Amoena also supports a number of local and national organizations dedicated to helping women with breast cancer, including the Young Survival Coalition, Breast Cancer Network of Strength, Amputee Coalition of America and National Consortium of Breast Centers.

**KEY EXECUTIVES**

Phillip Sporidis, President  
Lesley Pfitzenmayer, Development Manager  
Valerie Esquilla, Product Manager of Breast Forms and Textiles  
Malissa Magyar, Marketing Manager  
Chris Webb-Lacey, Government Affairs and Compliance Manager

**U.S. HEADQUARTERS**

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