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Amoena Backgrounder

Helping Women Re-shape their Lives after Breast Cancer Surgery

It's estimated that 1 in 8 women – about 12 percent of the U.S. population – will get breast cancer in their lifetime.¹ The majority of these women will undergo some type of breast surgery – ranging from a lumpectomy to a mastectomy.

Breast surgeries have helped save millions of lives and the latest medical advancements promise to save many more. As these women move forward with their lives after surgery, new questions and challenges emerge including:

- How do I regain my self confidence and restore feelings of femininity?
- How do I choose the post-surgical options that best meet my individual needs and circumstances?
- How do I navigate the sometimes confusing world of health insurance coverage?

Amoena – A Worldwide Leader in Caring for Women

Here's where Amoena enters the picture. Amoena provides an industry-leading portfolio of post-breast surgery products – including breast forms and partial symmetry shapers – to thousands of women each year. Amoena is recognized as the worldwide leader of post-breast surgery products providing individualized care and services to women from North, Central and South America to Europe, the Far East and the Pacific Rim.

Amoena strives to empower women with as much information as possible through their personal choices and journeys after breast surgery. The company's primary goal is to help fulfill women's needs for femininity, to restore a positive body image and to renew their confidence and self-esteem. Amoena does this by offering products that are feminine, fashionable and comfortable, thereby creating a natural feeling of well-being.

¹ 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

Helping Women Regain Self Confidence through Choices

Over the past decade, tremendous strides have been made in the treatment of breast cancer, resulting in increasingly higher survival rates. However, despite the latest medical advancements, many women remain unaware of the various new ways to restore a positive body image after breast surgery.

Central to the Amoena philosophy is the recognition that women will find their choices and needs may change over several weeks, months and even years following their breast surgery, whether they opt for immediate reconstruction, lumpectomy or mastectomy surgeries.

Based on research with caregivers and women who have undergone procedures, Amoena also believes that decisions about how to proceed after surgery should not be predetermined. In fact, many providers and survivors believe that some women may benefit from waiting a year or more before proceeding with reconstruction.

One benefit of waiting to make a decision is that it allows women to fully explore the available and suitable options for their specific needs. For example, choices in prostheses have evolved considerably in the last several years. Based on personal choices and stages of healing, a woman's path may include:

- Post operative products designed to work with healing
- Partial forms after surgery (i.e. lumpectomy, reconstruction)
- Transitional breast forms, followed by reconstruction at a later time
- A choice of high quality breast forms that fit each woman and her individual lifestyle
- Immediate surgical reconstruction

Empowering Women

Despite the numerous medical innovations, many women and physicians aren't sure how to initiate a dialogue about post-surgical options. In fact, a recent study published in the *Journal of Clinical Oncology* noted that doctors and patients need to do a better job discussing all the options, because according to research, disappointing cosmetic results following reconstructive surgery can have a

negative impact on women's quality of life.² Additionally, many women may not realize that breast prostheses can be an important alternative to reconstruction. In fact, partial prostheses may be necessary to achieve symmetry following breast conserving surgery and reconstruction. Amoena believes that if women are prepared with the right information, they can better choose what's right for them. Questions women should ask themselves as well as their physicians are:

- How will I feel about my body after surgery?
- How will reconstructive surgery versus a prosthesis affect a return to my normal routine as well as my appearance?
- What can I expect to experience after surgery? Are there side effects or potential complications?
- What are the pros and cons of reconstructive surgery? How viable is a prosthesis as an alternative?
- Is one option more comfortable – or easier to adapt to – than another?
- Is there a difference in insurance coverage for the different options? Will one option cost significantly more or less than another?

An honest dialogue with physicians, as well as survivors, can help women come up with the answers to these important questions. Another resource for information and support is the Amoena-sponsored web site, TheBreastCareSite (www.thebreastcaresite.com), an educational site created to help breast cancer survivors reclaim a positive body image and a healthy lifestyle.

Choosing the Right Products

Many excellent products are available to meet the needs of women who are either waiting for reconstructive surgery, or who opt not to have such a procedure. Products are also available for women who have had a lumpectomy or have a change in shape of their breasts following a procedure. No matter what decision a woman makes – many breast forms and shapers are designed to help them continue to feel stylish, comfortable and feminine.

To meet the needs of each woman's situation, Amoena is continuously developing new products and styles with the widest range of options possible. Amoena's latest proprietary innovation is the patented Comfort + Technology. This new technology features the *first* three-layer breast form with

² American Cancer Society News Center: July, 2008

a temperature-equalizing formula integrated directly into an additional layer of silicone. At 25% lighter than standard silicone breast forms, and with a cashmere-like outer film, it helps women stay drier while ensuring every day comfort. Other Amoena products include:

- **Intimate Apparel**, featuring a complete line of specialty bras in a variety of high-fashion styles and colors, designed for comfort and ease of wear
- **Swimwear**, innovative tailoring translates into high quality swimsuits that are both stylish and comfortable to wear
- **Breast Forms**, tailored to the body, individual circumstance and lifestyle of women who have had breast surgery
- **Symmetry Shapers**, designed to provide optimal breast symmetry and balance in a variety of shapes, sizes and thickness, to ensure comfort and confidence
- **Post Operative Products**, special breast forms and skin-friendly lingerie developed to protect sensitive areas after breast surgery and radiotherapy
- **Accessories**, a range of products for skin and breast forms, including Amoena Skin Balance Gel Cream, Soft Cleanser and Brush, Climate Pads and Bra Extenders

The Importance of Fit Specialists

Amoena products are available through retail stores, specialized boutiques, hospitals, specialty clinics and breast centers. While providing distribution channels that ensure easy and convenient access to products, Amoena also recognizes that because women have unique needs, as well as concerns and questions, they need personal attention and assistance. That's why Amoena uses dedicated fit specialists that are specially trained to recommend the ideal product to meet a woman's current physical needs. These fit specialists are experienced in helping women work through concerns and addressing their individual lifestyles, goals and self image.

Because of the special trust between Amoena's certified fit specialists and breast cancer survivors, many of these women go on to forge lifelong friendships. This type of relationship – championed by Amoena – leads to significant brand loyalty and a bond that helps women as their needs and lives change through the years. To find out more about Amoena retailers – go to

<http://www.amoena.com/us/StoreLocator/>.

Navigating the World of Insurance

A growing number of insurance programs cover the purchase of bras and breast prostheses following a breast cancer diagnosis. The majority of policies use guidelines similar to Medicare standards. However, specific coverage varies by region, policy type and other criteria. Coverage can be extended in the event of a change in medical condition. However, such events must be documented by a physician through a new prescription.

To ensure optimal insurance coverage, breast forms should be purchased through a certified Amoena retailer or provider such as a clinic or hospital with a Medicare supplier number. Retailers may request payment in full, and then bill the insurance company or Medicare, who will in turn reimburse the patient. Some retailers will bill insurance directly, typically with co-payment. In addition, Amoena offers women enrolled in various health plans, including Aetna, Cigna or Great West Health Plans, the opportunity to access select covered retailers through the Amoena Choice Network (ACN).

Supporting Women through Every Phase

Amoena recognizes that women need help and support through every phase of their journey following breast surgery. Through its comprehensive array of products, trained and caring fit specialists, resources that help women to connect with one another, and support of causes that promote better lives for women following surgery, Amoena strives to give all women the tools they need to survive and thrive. Amoena also remains committed to developing and offering an ongoing array of quality products and services to women. We will continue to look for ways to innovate and bring new leading edge products and services to the marketplace.

It is our belief and our pledge that through understanding the needs of women, a commitment to excellence and providing leading edge products, we can make a real difference in the lives of our customers. For additional information about the company, its people and philosophy, visit www.amoena.com/us.

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