

Amoena Medicine Orthopaedics Technology

Press release

Amoena. New year - new brand image.

"Breast Care. Empowering Women" Amoena's new slogan is "Breast Care. Empowering Women" Amoena's history is characterised by quality, innovation, decades of medical expertise and a relentless pursuit of the best materials and technologies. This passion becomes the solution for breast cancer patients - from diagnosis to their return to everyday life. We want to empower women with innovative and unique products. Our guiding principle: Your inner strength, our drive.

We see empowerment as the spark that ignites our inner strength. It is the drive that gives us the courage to overcome obstacles and realise our full potential. At Amoena, empowerment stands for self-confidence, self-determination, strength and energy.

In future, the "O" in Amoena will take on greater significance. It stands for "the Original", as we developed the first silicone breast prosthesis with a film coating in 1975. But the "O" also stands for "Options" - the diversity of our products - and for "Own it". This means that we want to boost our customers' self-confidence. Because our products are not just solutions, they are a promise. That's why we offer individuality for every woman with breast cancer. As a pioneer in breast health and lymphology, we empower women on their journey and the challenges that come with it.

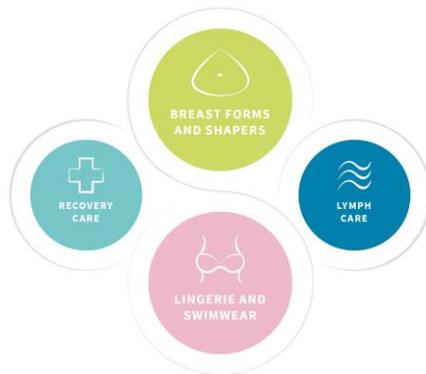
Breast prostheses are Amoena's trademark. Made in Germany in Raubling, Bavaria - produced by women for women, as 81 per cent of our employees are female. We are constantly developing our breast prostheses, such as the Adapt Air with integrated air chamber technology, the self-adhesive Contact prosthesis and the unique customised made-to-measure breast prosthesis. The last of these is customised precisely to the patient's body thanks to state-of-the-art 3D scanning technology.

Lymphology is also playing an increasingly important role for us. For this reason, we now have a lymph care division. We develop products for lymphatic disorders that occur after breast cancer. The models in the CuraLymph compression line support lymphatic drainage by increasing pressure.

In order to provide patients with the best possible care, we work together with specialist medical retailers and doctors. An important component for Amoena is also the close contact with our breast cancer encouragers. Women who are or have been diagnosed with breast cancer tell their personal stories and talk about their experiences with Amoena products. The current campaign reflects these very personal moments - through beautiful imagery, decorative material and videos.

Quality made in Germany: for almost 50 years

Amoena is the world's leading manufacturer in the field of breast care and the developer of the first silicone breast prosthesis. Around 50 years of experience and strict quality guidelines guarantee the highest product quality. Amoena breast prostheses are still manufactured by hand in Raubling, Bavaria. Amoena received the Red Dot Award and four other international design and innovation awards for its latest technology, the Adapt Air with air chamber technology. In order to support women on their journey through breast cancer, Amoena offers optimally coordinated product solutions in the respective healing phases right from the start of treatment. Amoena products from the segments of clinical care, full and partial prostheses, lingerie & swimwear and lymph care, accompany women from diagnosis to their return to normal life. As a pioneer in breast health and lymphology, we strive to accompany women on their journey through the challenges following a breast cancer diagnosis - today, around 400 employees worldwide are working towards this goal with dedication and passion.



AMOENA. YOUR SOLUTION.