

## Amoena launches new Natura Xtra Light breast form

To offer women even more choice following mastectomy, Amoena – the world’s leading innovator in breast care – has launched its lightest-ever breast form.

In response to women’s requests for a breast form that is ‘lighter than light’, the Natura Xtra Light delivers on this promise and much more:

- Weighs nearly 40% less than regular silicone forms of similar shape and size, thanks to Amoena’s new ultra-lightweight silicone formula
- Maintains Amoena’s outstanding breast form durability – slightly firmer lightweight silicone in the back layer helps stabilise the form when worn in a bra pocket
- Helps regulate fluctuations in body heat and reduces perspiration build-up behind the form, thanks to patented Comfort+ temperature-equalising material integrated into the back layer

The form also has a new, modern shape:

- More rounded volume on the lower section means the form drapes more naturally than any other lightweight option
- Narrower, more rounded footprint – does not overlap a natural breast or breast form on the other side
- The back of the breast form is curved, with small, flexible channels that help it bend and mould more closely to a woman’s body

Says Ulrike Rinklin, product manager for breast forms and recovery care at Amoena: “Many women with osteoporosis, lymphoedema and other health concerns want a breast form that feels lighter than light. With Natura Xtra Light, we are answering a real need while offering a high-quality form that will last.”

ENDS

### Notes for editors:

#### About Amoena

Amoena (UK) Ltd is the UK distributor for Amoena, the world’s leading breast care brand. Headquartered in Raubling, Germany, Amoena was established in 1975 and was the first company to introduce a silicone breast prosthesis. Celebrating its 40<sup>th</sup> anniversary in 2015, as the industry leader Amoena combines technology with supreme comfort to offer an extensive product line of bras, swimwear and breast symmetry products that fully address the needs of women following breast cancer surgery. The company conducts extensive wear tests for comfort, ease of use and suitability to individual surgery types and lifestyles.

Amoena’s world-leading innovation has resulted in a long history of patented materials, products and manufacturing methods. With a global innovation network that draws input from 60 countries, Amoena’s research and development team collaborates with universities and scientists across many disciplines. The company’s in-house experts incorporate this knowledge into their constant search for new ways to transfer the latest scientific developments into breast form technology.

#### For interviews, high-res product images and further information, please contact:

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