

# FDA APPROVES EXTRAORDINARY NEW IMPLANT FOR BREAST AUGMENTATION AND RECONSTRUCTION

*Core Investigator, Dr. Steven Teitelbaum, Says Advanced Technology Can Improve Results*

Santa Monica, Calif. - The FDA announced late last night the approval of a next generation breast implant, the **Natrelle 410™**, made by Allergan. Dubbed "the gummy bear" or "cohesive implant," it offers patients the possibilities of greater durability and a more natural appearance. Board certified and Harvard-trained plastic surgeon, **Dr. Steven Teitelbaum** has been a vital lead researcher in the clinical trials of the cohesive implant. In addition to lecturing around the world about the Natrelle 410, he has also developed the training materials Allergan will use to teach surgeons how to use them.

"These implants project at the bottom and taper at the top, which can create a more beautiful and natural breast," says Dr. Teitelbaum, Assistant Clinical Professor of Plastic Surgery at the UCLA School of Medicine. "This is an important development for women seeking cosmetic breast augmentation surgery, but it is revolutionary for women who also need breast reconstruction following a mastectomy as a result of breast cancer."

Though used throughout most of the world since the 1990's, a cautious FDA delayed approval until scientific studies demonstrated a track record surpassing all other breast implants. Dr. Teitelbaum started using the Natrelle 410 when US clinical trials began in 2001, and has since followed the progress of hundreds of his patients since - through pregnancies, weight changes, and the simple effects of time and gravity.

The 410 implants have multiple shapes for each volume, offering plastic surgeons a greater ability to artistically enhance breast shape based on each patient's unique body frame. Acknowledging that size and shape selection is critical, Dr. Teitelbaum has received a US Patent for a device, called the '**410 Implant Selector**' that guides surgeons to select the right implant for each patient.

"A regular breast implant is shaped by the breast; a 410 breast implant shapes the breast," says Dr. Teitelbaum, who has a reputation for beautiful results that do not have the telltale signs of breast implants. "They have the look patients want and the safety profile patients need."

With nearly 300,000 women undergoing breast augmentation annually, it's no surprise that patients of the \$700 million industry are looking for more natural-producing results. Dr. Teitelbaum has also been part of the clinical trials for both other implant manufacturers (Sientra & Mentor), giving him the longest and broadest clinical experience in the United States. As an industry insider and after discussing these implants with several thousand patients, he has insights into how patients perceive their benefits and trade-offs.

Based in Santa Monica, Calif., Dr. Teitelbaum is certified by the American Board of Plastic Surgery, and is a member of the American Society of Plastic Surgeons and the American Society of Aesthetic Plastic Surgery. He is currently Treasurer of the California Society of Plastic Surgeons and a Board Member of the Aesthetic Surgery Education and Research Foundation. He has advocated for the rights of plastic surgery patients on Capitol Hill, the state capital, and in front of the FDA. Additionally, Dr. Teitelbaum's expertise has also been featured on *Good Morning America*, *Today Show*, *The Ricki Lake Show*, *Extra!*, *Allure*, *Glamour*, *Marie Claire* and *Vogue*, among many others.

Today, patients participate in making decisions about their healthcare. This requires them to be informed, which is why Dr. Teitelbaum set up [www.cohesiveimplants.com](http://www.cohesiveimplants.com), the most thorough resource on cohesive implants available anywhere for patients. Additional information on cohesive implants including implant images, videos, detailed FAQ's, before and after photos and patient testimonials, can be found at Dr. Teitelbaum's personal website, <http://www.drteitelbaum.com/breast/cohesive-implants>.

\*Available upon request: Interview, b-roll, photos, FAQs and additional information

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