

# What is new? And why?

As we have listened to women who've undergone breast surgery and certified fitters alike, we have recognized an important issue. After surgery, women are confronted with a wide range of products and breast forms, with which they have no prior experience. They need a clear understanding on what each product can do for them and how it enables them to return to their everyday lives.

Our new product segmentation provides this understanding—making it easier to navigate through the breast form portfolio and finding the product that suits your customer's needs best. Easy-to-remember product names support your fitting process. In addition, a new coding system of numbers and letters facilitates your work in fitting.

## A new segmentation of Amoena breast forms

All fitters know the importance of fitting a woman with the right size and shape of breast form. This is their prime concern. Of equal importance to the women wearing our products is knowing what personal needs a certain product fulfills and for what lifestyle situation it is best suited.

The new segmentation of Amoena breast forms considers both the fitters and the women who wear Amoena products. By dividing the Amoena breast form line into different lifestyle segments, we not only make it easy to fit our breast forms, but now it is easier to identify and communicate to women the specific benefits that the breast form provides.

**Amoena Contact** / Feels like a part of you

**Amoena Climate** / Comfortable temperature all of the time

**Amoena Natura** / Natural look and movement

**Amoena Individual** / Adapts for a close fit

**Amoena Essential** / Balanced and secure fit

**Amoena Balance** / Restores shape and symmetry

## A new system of cup forms & shapes

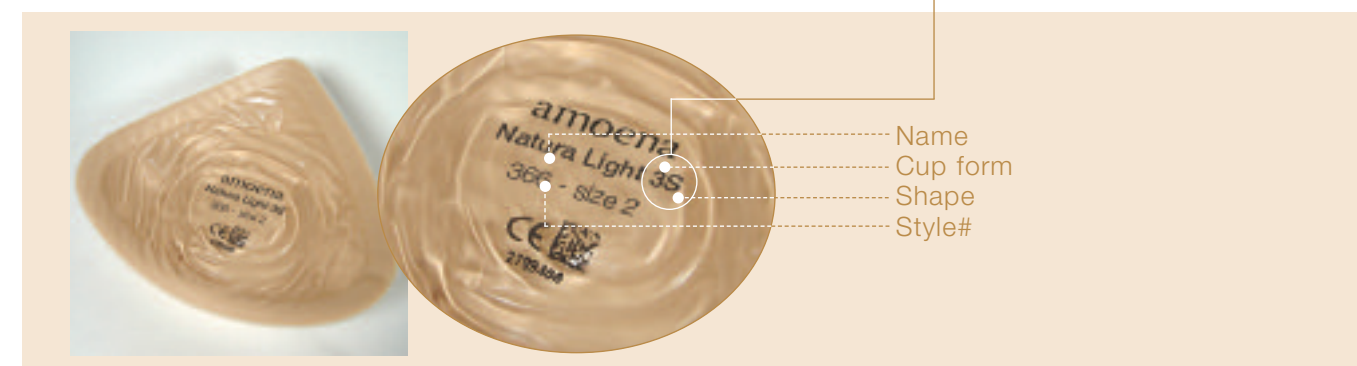
In the new system, the cup form and shape will be designated by a number/letter code. Working with this easy-to-understand system will also make fitting easier. The new number/letter code is based on **cup form** and **shape**, the two most important aspects—apart from size—when fitting a breast form.

### How to work with the new number/letter code system

- Find the appropriate cup form: shallow (1), average (2) or full (3)
- Select the right shape: symmetrical (S), asymmetrical (A) or extra (E)
- Refer to the table for the number/letter code for that particular breast form

Cup form	1 Shallow		2 Average			3 Full	
Shape	Symmetrical	Symmetrical	Asymmetrical**	Extra**	Symmetrical	Asymmetrical**	Extra**
Breast form code	1S	2S	2A	2E	3S	3A	3E

\*\*available in left or right



Balance  
Restore shape and symmetry

- Naturally soft silicone gently hugs the breast
- The material ensures a smooth fit to the body
- Finely tapered edges join naturally to the body
- Symmetry shapers compensate unevenness without pressure on the scar area
- Easy adjustment and handling
- Lets women move freely and securely in any situation
- Also available: **Balance Contact**, a self-adhesive shaper

### How to work with the new number/letter code system

- Decide the right thickness needed: thin (1) or thick (2)
- Select the right shape: Delta (D), Oval (O), Triangle (T) or Curve (C)
- Refer to the table for the number/letter code for the available symmetry shaper

Thickness	1 Thin			
Shape				
Balance		Balance 10* Style# 259A Sizes 0-9	Balance 1T Style# 277A Sizes S,M,L	Balance 1C Style# 275A Sizes S,M,L
Thickness	2 Thick			
Shape				
Balance	Balance 2D* Style# 271 Sizes 1-10	Balance 2O* Style# 259B Sizes 0-9	Balance 2T Style# 277B Sizes S,M,L	Balance 2C Style# 275B Sizes S,M,L
Balance Contact	Balance Contact 2D* Style# 272 Sizes 1-10			

\*available in Tawny color

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A retailer's guide to the

# New Amoena® breast form segmentation

amoena


### Insist on Amoena

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**Amoena Contact**  
Feels like a part of you




- Attaches to the skin and moves with the body
  - Contact** attaches to the body with patented, Pearl adhesive technology
  - Contact Plus** attaches to the body using Skin Supports
- Stays in place with every movement
- Relieves pressure on the shoulders—especially important for women with lymphedema or a larger bust
- Easy wear and care
- Provides more freedom in clothing choices like low-cut dresses
- Gives a woman more security and self-confidence

Cup form	1 Shallow				2 Average				3 Full			
	Symmetrical	Symmetrical	Asymmetrical**	Extra**	Symmetrical	Asymmetrical**	Extra**	Symmetrical	Asymmetrical**	Extra**		
Amoena Contact												
	Contact <b>1S*</b> Style# 653 Sizes 1-14		Contact <b>2A*</b> Style# 351 Sizes 0-12		Contact Plus <b>3S*</b> Style# 265 Sizes 1-10			Contact Light <b>3S</b> Style# 368 Sizes 0-10				

\*available in Tawny color / \*\*available in left or right

**Amoena Natura**  
Natural look and movement




- Designed to give a more natural feeling and appearance
- Moves naturally with the body and flattens when a woman is lying down
- Quickly warms to body temperature

Cup form	1 Shallow				2 Average				3 Full			
	Symmetrical	Symmetrical	Asymmetrical**	Extra**	Symmetrical	Asymmetrical**	Extra**	Symmetrical	Asymmetrical**	Extra**		
Amoena Natura												
	Natura <b>1S*</b> Style# 663 Sizes 1-14		Natura <b>2A</b> Style# 355 Sizes 0-12		Natura <b>3A*</b> Style# 651 Sizes 0-12			Natura <b>3E*</b> Style# 661 Sizes 1-14				
	Natura <b>1S*</b> Style# 643 Sizes 1-12	Natura Light <b>2S</b> Style# 447 Sizes 1-17	Natura Light <b>2A</b> Style# 354 Sizes 0-14		Natura Light <b>3S</b> Style# 366 Sizes 0-12							

\*available in Tawny color / \*\*available in left or right

**Amoena Essential**  
Balanced and secure fit




- Designed to meet the essential needs of women following breast surgery: a balanced and secure fit
- Offers a pleasant feel and appearance

Cup form	1 Shallow				2 Average				3 Full			
	Symmetrical	Symmetrical	Asymmetrical**	Extra**	Symmetrical	Asymmetrical**	Extra**	Symmetrical	Asymmetrical**	Extra**		
Amoena Essential												
					Essential <b>2E*</b> Style# 474 Sizes 0-12	Essential <b>3S*</b> Style# 363 Sizes 0-12	Essential <b>3A*</b> Style# 255 Sizes 0-14			Essential Light <b>3E</b> Style# 556 Sizes 1-14		
	Essential Light <b>2S*</b> Style# 442 Sizes 1-17											

\*available in Tawny color / \*\*available in left or right

**Amoena Climate**  
Comfortable temperature all of the time




- Optimally equalizes temperature with the innovative Amoena Climate pad between the breast form and the chest wall
- Skin feels pleasantly dry due to the moisture-absorbing pad
- Ideal for women experiencing heat and perspiration problems resulting from hormone suppression therapy, hot flashes/menopause, exercise or living in warm climates
- The removable pad should be washed by hand

Cup form	1 Shallow				2 Average				3 Full			
	Symmetrical	Symmetrical	Asymmetrical**	Extra**	Symmetrical	Asymmetrical**	Extra**	Symmetrical	Asymmetrical**	Extra**		
Amoena Climate												
		Climate Light <b>2S</b> Style# 458 Sizes 1-14	Climate Light <b>2A</b> Style# 358 Sizes 0-14									

\*\*available in left or right

**Amoena Individual**  
Adapts for a close fit



- The soft moldable back layer adapts individually to an uneven chest wall for a close fit and added comfort
- Molds gently to a woman's chest wall and fits snug as she moves
- The back layer retains its shape when there is no movement
- Front layer keeps a natural shape

Cup form	1 Shallow				2 Average				3 Full			
	Symmetrical	Symmetrical	Asymmetrical**	Extra**	Symmetrical	Asymmetrical**	Extra**	Symmetrical	Asymmetrical**	Extra**		
Amoena Individual												
	Individual Light <b>1S</b> Style# 760 Sizes 1-14					Individual Light <b>3A*</b> Style# 720 Sizes 1-14						

\*available in Tawny color / \*\*available in left or right

### Amoena breast form name comparison chart

Style#	New name	Former name
653	Amoena Contact <b>1S</b>	Tresia® Personally® Contact*
368	Amoena Contact Light <b>3S</b>	Tria® Contact Light
351	Amoena Contact <b>2A</b>	Classic Contact
265	Amoena Contact Plus <b>3S</b>	Tria Plus
458	Amoena Climate Light <b>2S</b>	Tria Light with Climate Control
358	Amoena Climate Light <b>2A</b>	Classic Light with Climate Control
663	Amoena Natura <b>1S</b>	Tresia Lite
661	Amoena Natura <b>3E</b>	Luxa® Lite
651	Amoena Natura <b>3A</b>	Personally
643	Amoena Natura <b>1S</b>	Tresia Personally
366	Amoena Natura Light <b>3S</b>	Tria Light
355	Amoena Natura <b>2A</b>	Classic II
354	Amoena Natura Light <b>2A</b>	Classic Light
760	Amoena Individual Light <b>1S</b>	Tresia
720	Amoena Individual Light <b>3A</b>	Prema®
556	Amoena Essential Light <b>3E</b>	Luxa Aire®
474	Amoena Essential <b>2E</b>	Teardrop Basic
442	Amoena Essential Light <b>2S</b>	Tria Aire®
363	Amoena Essential <b>3S</b>	Tria Basic
255	Amoena Essential <b>3A</b>	Classic Standard