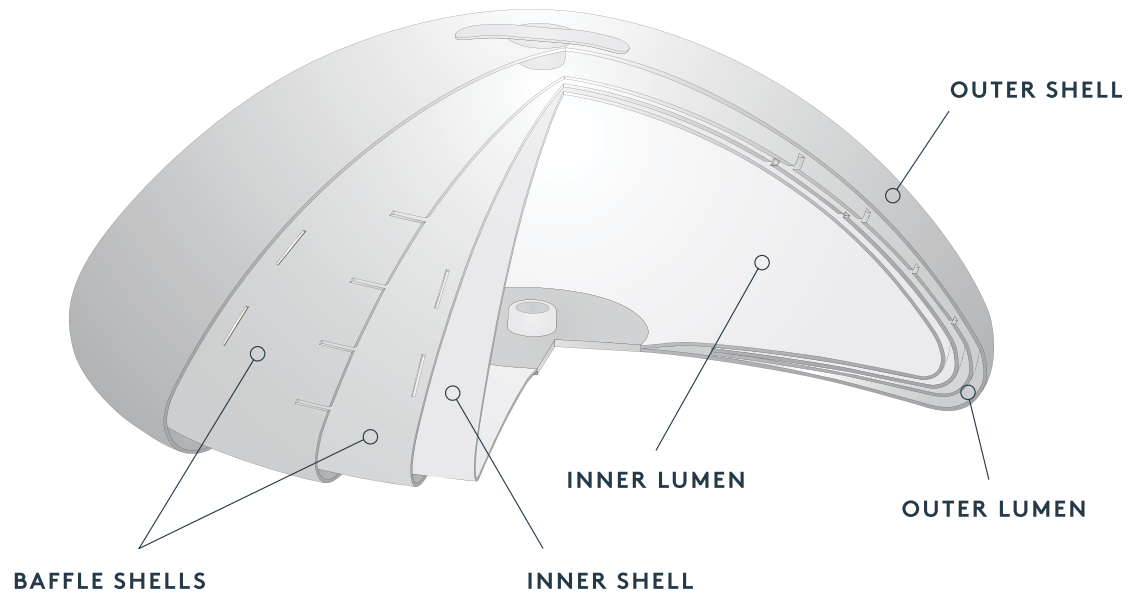


Ideal Implant[®]

Natural feel without silent rupture.



In 2012 the American Society of Aesthetic Plastic Surgeons (ASAPS) held its annual general meeting here in Vancouver. At the time, worrisome case reports were just beginning to appear about ALCL (Anaplastic Large Cell Lymphoma) and women with breast implants. I thought, "here we go again" with another implant scare. As it has turned out, the problem seems to be confined to textured implants, which I have not used excepting a few pairs in 1990.

However, patients were still sometimes leery of any silicone gel filled implants, despite the reassurances of manufacturers and regulators. I had noticed that about 20% of my patients still wanted saline-filled devices, because they knew there was nothing safer than saline, despite a higher likelihood the implants could be seen and felt as separate from the breast (rippling and visibility).

The meeting's commercial exhibitors hall had the usual large centres from the major implant manufacturers, laser companies, product lines, etc. But it also had small booths for smaller, family and one owner businesses, instrument makers and new devices. Among these, near the back of the convention hall, was a booth manned by a plastic surgeon whose name I recognized from a couple of scientific papers about breast surgery that I had liked.

Dr. Robert Hamas had a new breast implant he was showing and was looking for investors. The device had an intriguing design —it was filled with saline but instead of being a balloon with a filling valve, like our traditional implant, it had two valves and an internal structure meant to make it look and feel better. "Bob" and I developed an instant rapport. There were many ideas we shared about patient safety and listening to our female patients (instead of "trust me I'm the surgeon").



Patient satisfaction so far, has been very high.

I thought about the implant and about him after the meeting ended, read the research that had been done—it was impressive—and a few months later decided this was an investment case that made a lot of sense, especially for my patients. I made a small investment in the Ideal Implant® and was the first and for a long time the only investor from Canada.

Fast forward to November 2014, and the implant was approved both by the FDA in the USA and the Health Canada agency that controls device approvals here. Imagine the difficulty in getting a new breast implant device approved after the breast implant litigation of the 1990s, after the FDA moratorium on silicone gel devices, and you will understand the significance of this achievement.

It took another year before the device came to market, with all the small matters such as packaging and labelling requiring approval as well. I used the first devices (in Canada) in October of 2015 and by the following April had done 24 cases, the results of which were presented to the University of British Columbia Division of Plastic Surgery annual scientific session. Since then I have continued using the device in selected cases where (as usual) the patient is fully informed of the risks and benefits of all options, and chooses the Ideal Implant® over other possibilities. I have by far the largest experience with the Ideal Implant® in western if not all of Canada. As with all devices, there are advantages and disadvantages, which I am happy to discuss in a full consultation.

The Ideal Implant®, is filled only with salt water (saline).

It causes less rippling and has a better feel than traditional saline filled implants because its internal structure may prevent excessive fluid movement and "sloshing". As of late 2017, our experience with the implant totals over 70 cases of all types (breast augmentation, breast

augmentation and lift, and revision surgery). Patient satisfaction so far, has been very high. Women who have them are reassured, unlike silicone gel, they **don't** need screening MRIs or at least ultrasound to check their implants are intact—or leaking! Latest reports also show a lower rate of leakage than Allergan silicone devices. I was the first to use Ideal Implants® in Canada, and have by far the largest experience with the Ideal Implant®.

We are pleased to offer the Ideal Implant® along with other more traditional breast implants.

For further information, please contact us or visit www.idealimplant.com.

