

## Amoena Adapt Air – A Global Success Story

# There have been unmet needs...

I have a few bra styles where I would need a little bit bigger breast form

I'm facing slight weight fluctuations due to medication. An adjustable breastform would be great!

My scar is still swollen. Will my new breast form also fit when the swelling gets better?

I gained weight over the last half year and my breastform is a little bit too small now

I'm not satisfied with the fit of my actual breast form!

I have a very uneven scar area!

I still menstruate and my natural breast swells



# Amoena 45 years - leading breast form innovation

Supporting Confidence by listening to women's needs

## Needs

It's too heavy

It shifts and moves

It's too hot

## Innovations

**1996**  
First Light Weight  
Breast Form



comfort+

**2015**  
Xtra Light



**1998**  
Contact Breast Form

**2008**  
Patented temperature  
equalizing Comfort+  
Technology

# 45 years - leading breast form innovation

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## Needs

It's too heavy

It shifts and moves

It's too hot

Not the perfect symmetry, because:

"I'm in-between two sizes"

"my scar area is very uneven"

"my weight fluctuates a lot"

"it doesn't fit all bras styles"

"I want to be able to wear different tops"

"the fitting takes too long, and nothing is perfect for me"

## Innovations

1996  
First Light Weight  
Breast Form



comfort+

2015  
Xtra Light



1998  
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Patented temperature  
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Technology



2019  
Adaptable Air Chamber  
Technology

# All target groups benefit from the adjustability

## CONSUMER Benefits

- Individually adjustable
- Close to the body
- Visual symmetry
- Lightweight
- All day comfort

## Adapt Air



## RETAILERS Benefits

- Higher customer satisfaction and loyalty due to stronger value proposition
- Easier/quicker fitting

## FITTERS Benefits

- Simplifies the fitting process with better fitting results
- Satisfied customers

# The Features of Adapt Air

## Individually adjustable

Integrated air chamber technology allows individual adjustment by simply adding or releasing air - anytime and easily at individual convenience

## Close to the body

It is comfortably customizable to every chest wall for a close fit and perfect skin contact.

## Visual symmetry

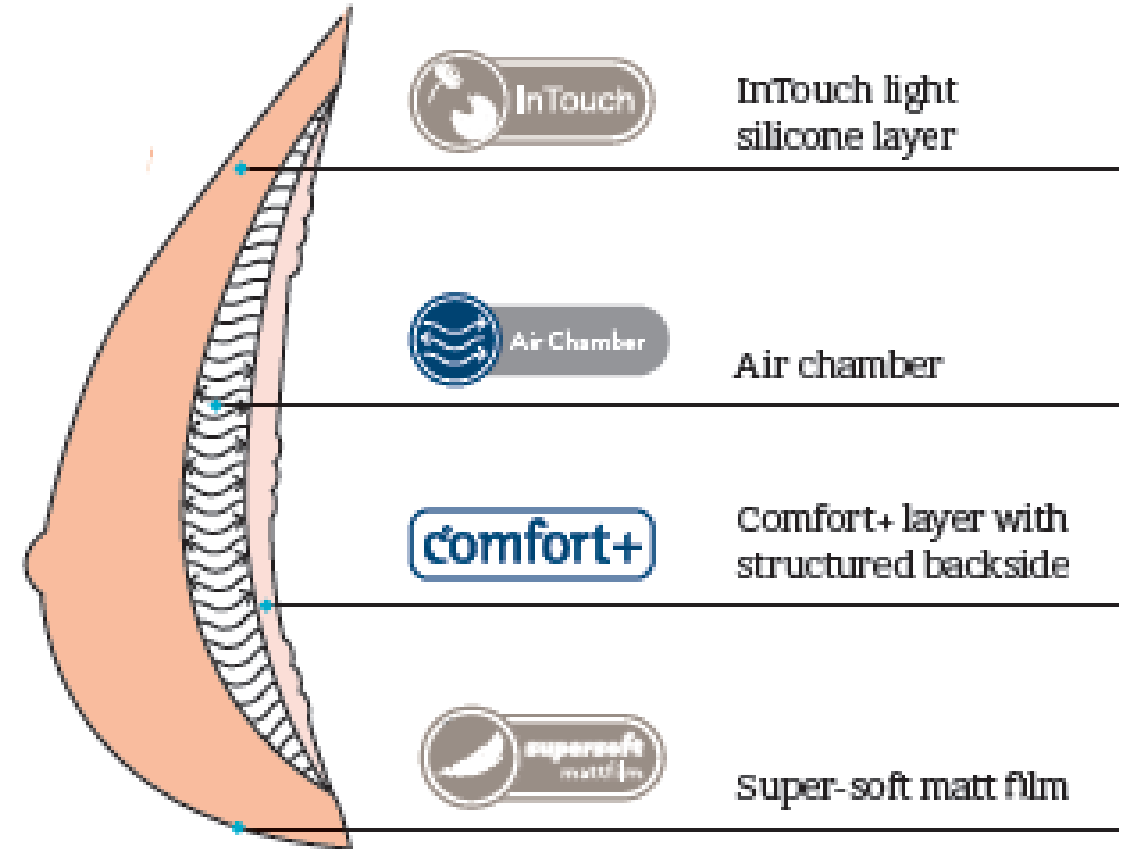
It can be adapted to every unique shape or bra style for a symmetrical silhouette to pursue a full and active life\*

## Lightweight

Cup side with InTouch light silicone makes the breast forms 25% or 40% lighter.

## Pleasant skin sensation

The temperature-equalizing Comfort+ technology offers all-day comfort to maintain a woman's ideal body temperature.





# Amoena Adapt Air – The 2020 Award Winning Breast Form Design !



reddot winner 2020



- Amoena was recently awarded the prestigious Red Dot design award presented in Europe, but known worldwide
- ✓ Within the healthcare and medical devices category
  - ✓ No other breast form has ever won this award
  - ✓ A PR campaign has begun in Canada!

# What about the facts?

Where does Adapt Air rank...and what consumer interest have we seen?

- In Norway, where it first launched 2 ½ years ago, it is their #1 breast form
- In Europe it ranks in the top 4, launched August 2019
  - No warranty issues except for a handful of pumps (which also have a 2 year warranty)
- In Canada it ranks 5<sup>th</sup> nationally – with weekly restocking by key retailers that see how great it works for their clients
  - Launched in November 2019
  - We have had no warranty issues, except for one faulty pump
  - On average Amoena receives 2-3 women asking about this breast form on our Facebook page, website emails weekly
  - The Red Dot award has stirred interest in top Canadian editors
    - We are waiting to hear which publication will do a write up in October



# What about the facts?

What are Canadian women saying about it...here are a few Testimonials: over 95 received in all so far in Canada!

"I tried the Amoena Adapt Air and totally love how it feels, and it's not heavy!" ...*Sandy from Ontario*

"I love that this form is adjustable to fit to unique shapes! It's super light so very comfortable for all day wear."...*Lindsay from Alberta*

"I love this form! Especially when my weight fluctuates"....*Angela from B.C.*

"Excellent idea! And very comfortable"....*Hélène from Quebec*

"Wow, this is great, and so easy to adjust!"...*Pauline from New Brunswick*

"Very comfortable and soft. It adapts so well to my skin. I would highly recommend it!"...*Manon from Quebec*

"I am finding it much lighter and more comfortable than my previous forms. I'm very happy with it!"...*Linda from B.C.*

"What a unique concept! Anyone with uneven scars will really appreciate this!"...*Terry from Manitoba*

"I especially like that it can be adjusted so I can fit and wear my various bras!"...*Wanda from Ontario*

"As a new mom my one breast keeps changing as I breast feed. This is a game changer! I've wished for such a product and it is finally here!"...*Emma from Ontario*

"This is the best form I have ever seen!"...*Ann from B.C.*

"This is genius!"...*Judi from Saskatchewan*

"I have many tops that I can now wear! I felt uneven in some and stopped wearing them."...*Marnie from Nova Scotia*

"I love that I can add more or less air depending on the bra I'm wearing."...*Dawn from Alberta*

"I am in between sizes so it works really well!"...*Chris from Saskatchewan*

"Fits so well on an uneven chest!"...*Sherry from Alberta*

"What smart solution, love it!"...*Carmen from Nova Scotia*

# Amoena Adapt Air – The 2020 Award Winning Breast Form Design !

Get ahead of the wave! If you have not yet ordered the Adapt Air, please do, so you can have these styles available when women ask for them!



comfort+

### Adapt Air Xtra Light 1S<sup>N</sup> 328\*

Cup Form	Shallow
Shape	Symmetrical
Weight	Xtra Light
Layers	3 layers
Size	1-14



comfort+

### Adapt Air Xtra Light 2S<sup>N</sup> 326\*

Cup Form	Average
Shape	Symmetrical
Weight	Xtra Light
Layers	3 layers
Size	1-14



comfort+

### Adapt Air Light 1S<sup>N</sup> 329\*

Cup Form	Shallow
Shape	Symmetrical
Weight	Light
Layers	3 layers
Size	1-14



comfort+

### Adapt Air Light 2S<sup>N</sup> 327\*

Cup Form	Average
Shape	Symmetrical
Weight	Light
Layers	3 layers
Size	1-14



comfort+

### Adapt Light 3A 376\*\*

Cup Form	Full
Shape	Asymmetrical
Weight	Light
Layers	2 layers
Sizes	4-12 L/R



### Pump Accessory 070

Also sold separately