



# Preservé

Landing Guide





Follow this guide to add information about Preservé™ in your own landing pages or websites.

# KEY MESSAGES





## Define what Preservé™ is



A less invasive\* breast enhancement with next-generation technologies and tissue preservation to reshape the breast while maintaining its anatomy and function.

\*Compared to conventional breast augmentation

References can be found at the end of this section.

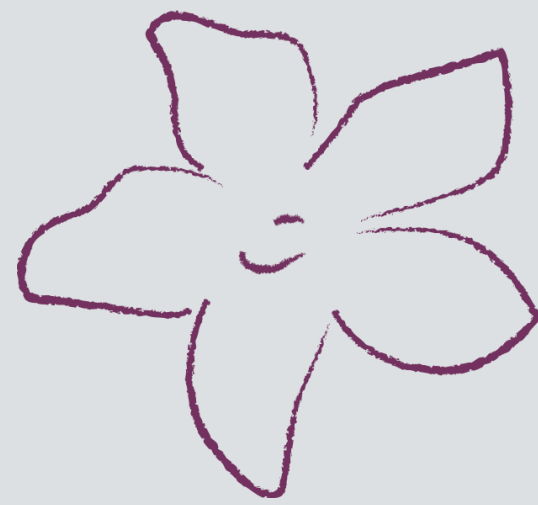




## State it's benefits



Preserve  
*breast  
anatomy*



Preserve  
*breast  
softness*



Preserve  
*breast  
stability*

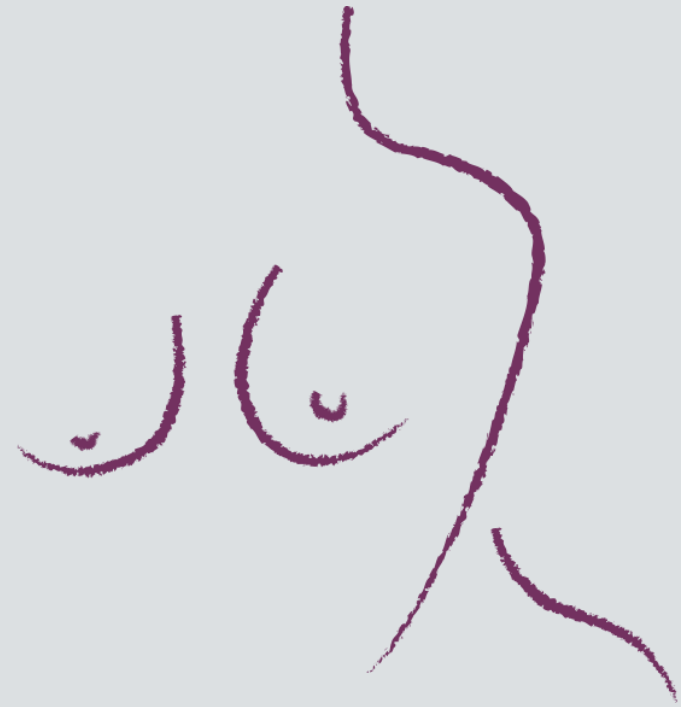


Preserve  
*peace of  
mind*

References can be found at the end of this section.



## Preserve *your breast anatomy*

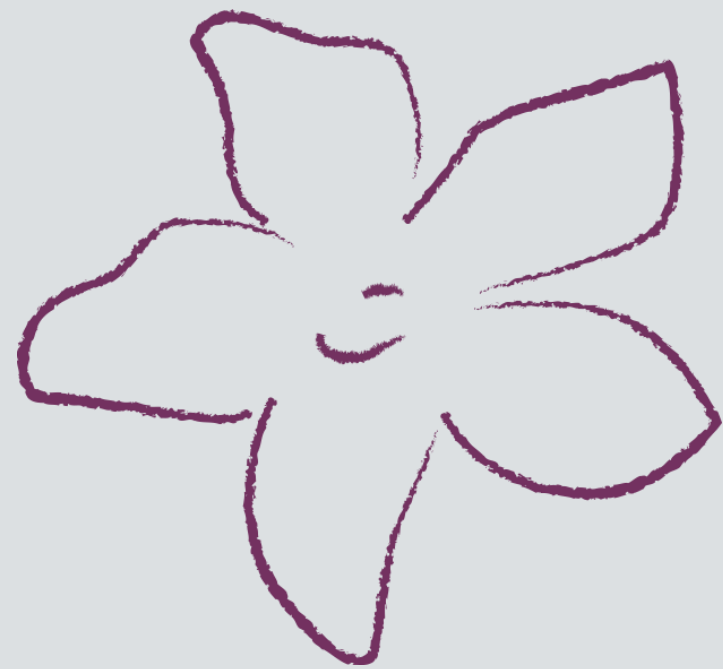


This procedure **focuses on preserving your native breast tissue and breast sensation over time**\*.1,2

Unlike conventional techniques, Preservé™ is designed to protect and preserve your breast tissues, gently recruiting them around the SmoothSilk® Ergonomix2® implant instead of cutting them. This leads to a beautiful, natural outcome that aligns with your expectations.

\*Compared to conventional breast augmentation.

## Preserve *your breast softness*



Preservé™ **reduces disruption to your natural breast tissue support structures.**

Combining the low-inflammatory SmoothSilk® Ergonomix2® implant with the proprietary Preservé™ system, you will benefit from smaller scars, and low device and technique-related complications, while conserving your native breast tissues for a quick and simple recovery<sup>3</sup>.

References can be found at the end of this section.



## Preserve *your breast stability*



This procedure avoids disrupting your pectoralis muscle and minimizes the damage to natural breast structures. **It elongates the native tissues to create a nest for breast implant stability**, as evidenced by a clinical study which reported a 0% rate of inferior malposition at three years<sup>1</sup>.

## Preserve *your peace of mind*



By combining the Motiva SmoothSilk<sup>®</sup> surface with Preservé<sup>™</sup>, **this approach is designed to reduce tissue damage** and create a low inflammatory response<sup>4</sup>, backed by clinical evidence of no chronic inflammatory proliferative diseases (like BIA-ALCL)<sup>5</sup>. **Preservé<sup>™</sup>'s warranty offers you support in the event of a device-related complication or an undesired outcome.**

References can be found at the end of this section.





Feature the SmoothSilk<sup>®</sup> Ergonomix2<sup>®</sup> implant



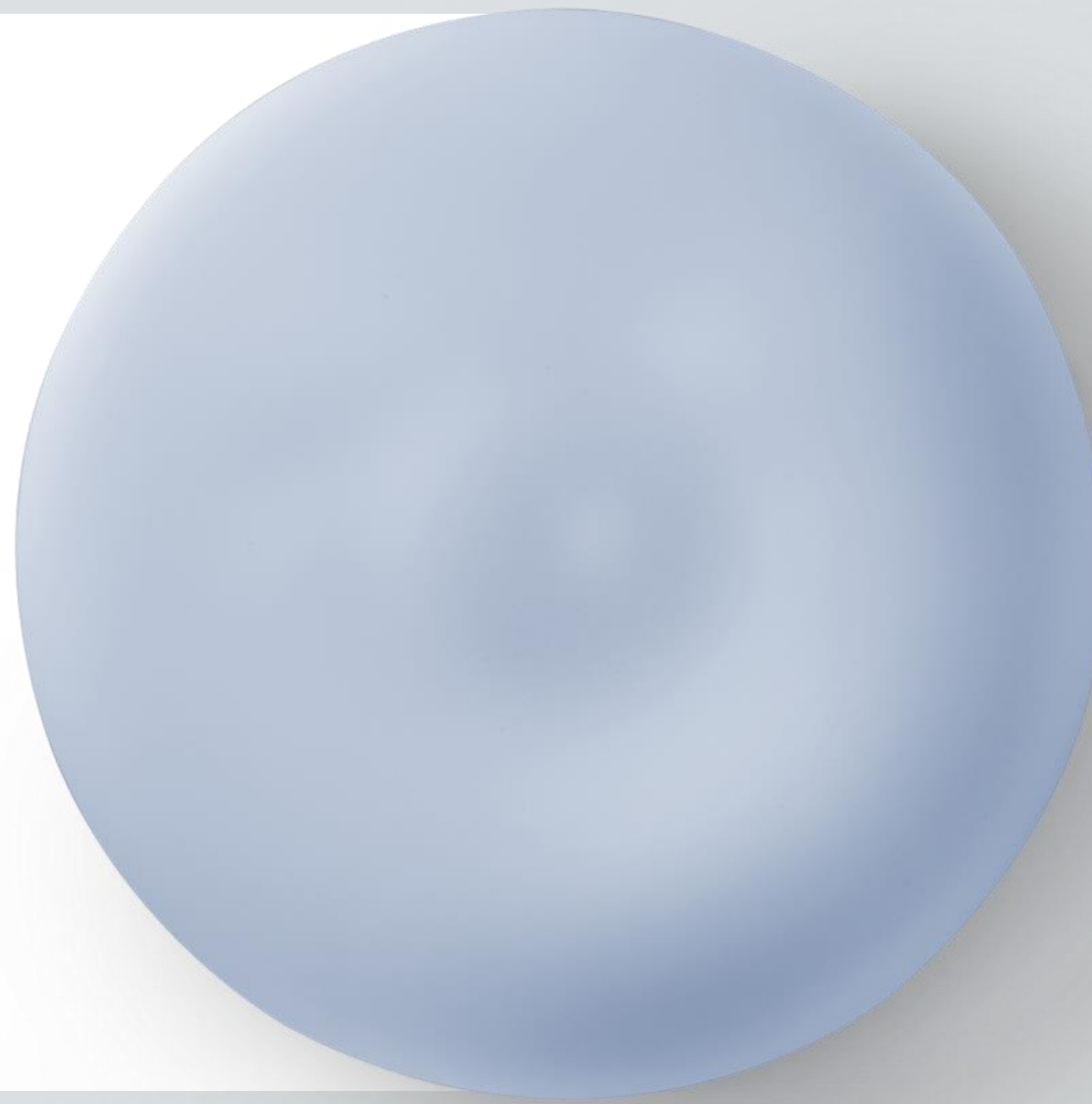
# The most advanced Breast Implant Technology comes with Preservé™

Motiva®'s SmoothSilk Ergonomix2® implants are designed to feel like they are part of you, providing soft, stable, and natural-looking results<sup>3</sup>. Their enhanced ergonomics allow for a gentle, comfortable, low-inflammatory breast augmentation experience<sup>1,3,4</sup>.

## TrueMonobloc+®

Implants consist of a shell, a patch and the gel inside of it.

This next-generation technology combines all 3 of them into a single, unified structure<sup>6</sup>. Each implant is designed with a unique shell that perfectly pairs with the gel, enhancing flexibility, stability, and natural movement<sup>7</sup>.



## Motiva SuperSilicones®

The next generation of Motiva® SuperSilicones, made with ultra-pure, medical-grade materials that enhance the way the implant shell adapts to the gel, reducing the chance of rippling<sup>3,7,8</sup>.

## ProgressiveGel ULTIMA®

Advanced silicone gel designed to mimic natural breast tissue, offering a soft, elastic feel with smooth, natural movement<sup>3,7,9,10</sup>.

## BluSeal+®

A visual indicator made from SuperSilicones® that helps your surgeon confirm the integrity of your implant, ensuring safety, quality, and long-lasting performance<sup>11,12</sup>.



And an added safety feature for your peace of mind



## Zen<sup>®</sup>

Keep your implant information at hand at all times, without storing or losing physical documents.

Zen<sup>®</sup> is Motiva's latest-generation RFID technology that allows for quick, accurate, and non-invasive implant verification. It is compatible with all breast imaging methods, including MRI, so only you -and your doctor- can track your implants confidently, without compromising your privacy<sup>6,13,14</sup>.

You can choose to have Zen<sup>®</sup> in your implants or opt out of it. Talk to us about its benefits before making a choice.

References can be found at the end of this section.





And be sure to mention our Woman's Choice Program<sup>®</sup>



And other additional warranties included with Preservé<sup>™</sup>.



## Woman's Choice Program<sup>®</sup>

Access more power of choice, through the new Woman's Choice Program<sup>®</sup>. This warranty program, exclusive to Motiva<sup>®</sup>, provides you with up to USD \$1,500 in financial support to reverse your breast augmentation if you chose SmoothSilk Ergonomix2<sup>®</sup> implants via the Preservé<sup>™</sup> program.

\*You must register your implants within 90 days of surgery.

## Additional warranties included with Preservé<sup>™</sup>

All Motiva<sup>®</sup> implants are covered by the Always Confident Warranty<sup>®</sup> for rupture during the lifetime of the device, and Motiva<sup>®</sup>'s Product Replacement Policy for Capsular Contracture Grades Baker III and IV.\*\*

\*\*The Preservé<sup>™</sup> program offers a 5-Year Extended Warranty at no additional cost.

\*You must register your implants within the first 90 days of surgery to activate the coverage.

References can be found at the end of this section.



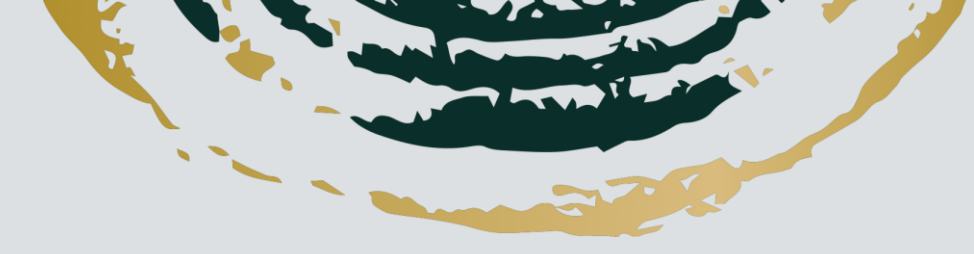
# References

1. Establishment Labs®, CLINR-001035. Fifth Progress Report for Minimally Invasive Breast Augmentation Traditional Feasibility Study (CLINP-001007). Data on file.
2. Swanson E. The Supra-Inframammary Fold Approach to Breast Augmentation: Avoiding a Double Bubble. *Plast Reconstr Surg - Glob Open*. 2017;5(7):1-9. doi:10.1097/GOX.0000000000001411.
3. Szychta, P. Advancements in Aesthetic Breast Augmentation: Evaluating the Safety, Efficacy, and Naturalistic Outcomes of Ergonomix2® Implants. *Aesth Plast Surg*. 2024.
4. Doloff JC, Veiseh O, de Mezerville R, et al. The surface topography of silicone breast implants mediates the foreign body response in mice, rabbits and humans. *Nature Biomedical Engineering*. 2021. doi:10.1038/s41551-021-00739-4
5. Establishment Labs®, Post-Market Surveillance Preliminary Results Q4 2024.
6. Establishment Labs®, TS-001196: Mechanical and peel testing study of Motiva Implants® to support the TrueMonobloc® technology. Data on File.
7. Establishment Labs, DDD-006: Device Description Document for Motiva Implants® Ergonomix2. Data on File.
8. Establishment Labs, BER-001012: Biological Evaluation Report for Motiva Implants® Ergonomix2®. Data on File.
9. Establishment Labs, REC-003677: Morphological Analysis for Silicone Gel Breast Implants Motiva Implant Matrix of Establishment Labs®. Data on File.
10. Establishment Labs, TR-001038: Rheological analysis of silicone filling gels of Motiva Implants® and other brands' silicone filling gels using the BTC-2000. Data on File.
11. Establishment Labs, TR-001089, Assessment of silicone diffusion-gel bleed for Motiva Implants® Ergonomix2® Sterile Silicone Breast Implants according to ISO 14607-2018 method. Data on File.
12. Establishment Labs, TSD-001019: Technical Summary Document Assessment of silicone diffusion/gel bleed from Motiva Implants®, according to ISO 14607:2018 method. Data on File.
13. Establishment Labs, TS-001298: Technical Study Report Artifacts Assessment when comparing Ferrite Microtransponder (Qid) vs Non-Ferrite Microtransponder (Zen) when submitting the samples to various medical imaging modalities. Data on File.
14. Establishment Labs, TS-001146: Safety and Performance of the Motiva Implants with Microtransponder (DRW-001053) exposed to Magnetic Resonance Environment. Data on File.



# UI Design





Combine information with the right design



And don't miss all the guidelines.



## Use the Preservé™ website colors

#0D3933

#EFEDE4

#6E0072

#F3F3F4

#333333

#540D5A



# Keep the responsive text size

Family font: **Avenir**

Text color:

#0D3933

#333333

Scale	Desktop	Tablet	Mobile
H1	<b>Heavy — 48pt</b>	<b>Heavy — 38pt</b>	<b>Heavy — 32pt</b>
H2	<b>Heavy — 36pt</b>	<b>Heavy — 28pt</b>	<b>Heavy — 24pt</b>
H3	Roman — 24pt	Roman — 20pt	Roman — 18pt
H4	Medium — 20pt	Medium — 16pt	Medium — 16pt
H5	<b>HEAVY — 20PT</b>	<b>HEAVY — 16PT</b>	<b>HEAVY — 16PT</b>
H6	Medium — 16pt	Medium — 14pt	Medium — 14pt
H7	Medium — 14pt	Medium — 12pt	Medium — 12pt



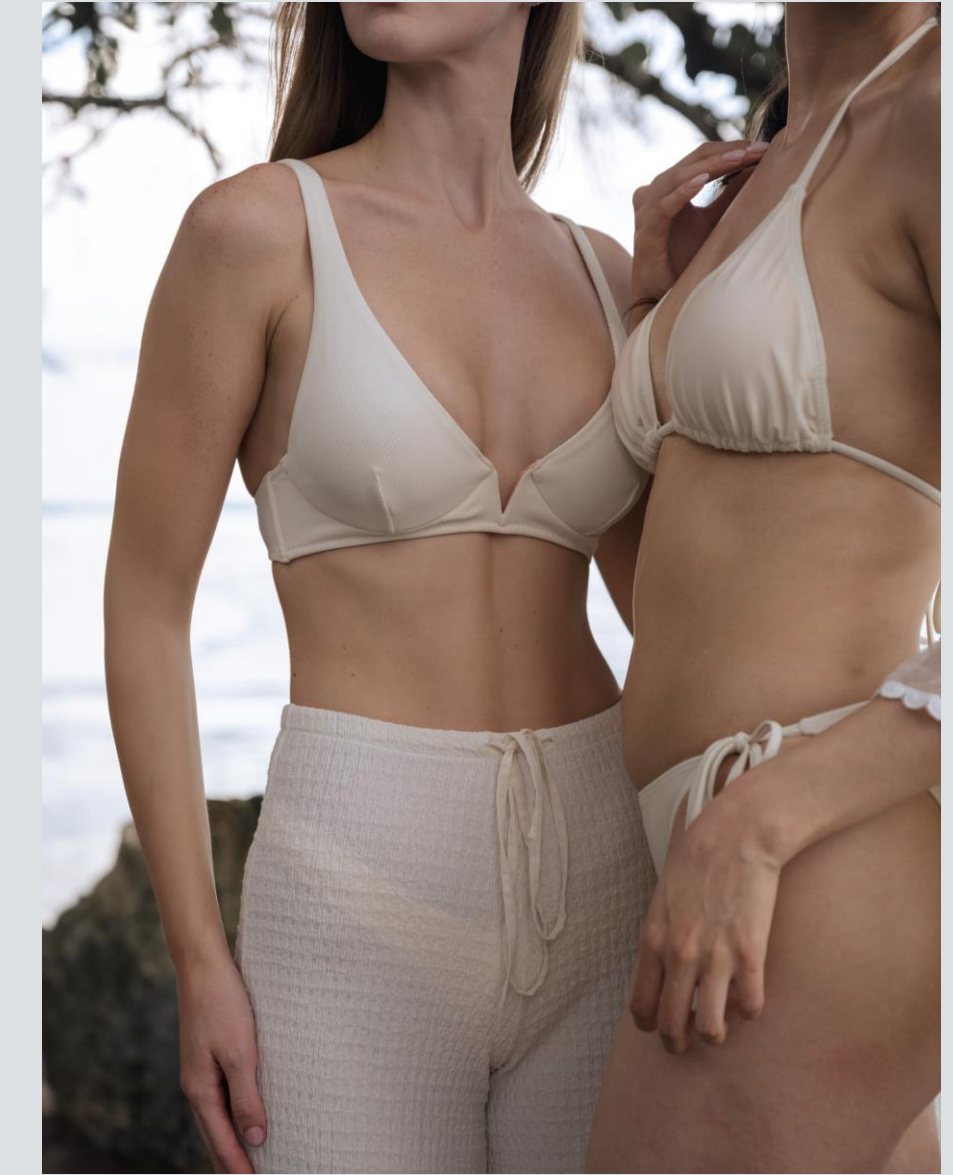
# Keep the same buttons and call to actions

Interactive  Simple

Default	On Hover/Pressed	Disabled	
TEXT HERE	TEXT HERE	TEXT HERE	
— •	• •	• •	
Button colors:			



Use images that helps communicate the message



If you want to use text, put it on the green and nature spot





# Your Header can be the Preservé™ video

[Desktop link](#)



[Mobile link](#)



# Try to use our site as a reference

[Motiva website link](#)

Register Implants Find a Surgeon For Healthcare Professionals English

Motiva

# Preservé™

A less invasive\* breast enhancement using next-generation technology and tissue preservation, to reshape the breast while maintaining the natural structure of your breast.

FIND A PRESERVÉ™ CERTIFIED SURGEON

\*Compared to conventional breast augmentation.

Preservé™ may be your solution if you are considering

- ★ Primary breast augmentation
- ★ Mastopexy augmentation.
- ★ Reshaping through hybrid breast augmentation.

## Benefits tailored to your naturalness



### Preserve your breast anatomy:

Preservé™ is an innovative breast augmentation procedure, designed to be less invasive\* and to preserve your breast tissue.<sup>1,2</sup> Unlike traditional techniques, Preservé™'s final result incorporates the preserved surrounding tissues, which are not cut but redistributed around the SmoothSilk Ergonomix2® implant. This leads to a beautiful, natural outcome.



### Preserve your breast softness:

This less invasive\* procedure reduces disruption to your natural breast support structures. Combining the low-inflammatory SmoothSilk® Ergonomix2® implant with the Preservé™ system may provide you the benefits of smaller scars and low device related complications while conserving your native breast tissues for a quick recovery.<sup>1,3</sup>



### Preserve your breast stability:

A less invasive tissue preservation procedure avoids disruption to your pectoralis muscle and minimizes damage to natural structures. Preservé™ elongates the native tissues to create a nest for breast implant support, as evidenced by a clinical study which reported a 0% rate of inframammary malposition at three years.<sup>1</sup>

Motiva EN

# Preservé

A less\* invasive breast enhancement using next-generation technology and tissue preservation, to maintain the natural structure and function of your breast.

FIND A PRESERVÉ™ SURGEON

## Preservé™ may be your solution if you are considering

- ★ Primary breast augmentation
- ★ Mastopexy augmentation.
- ★ Reshaping through hybrid solutions.

## Benefits tailored to your naturalness



### Preserve your breast anatomy:

Preservé™ is an innovative, less invasive\* breast augmentation concept that preserves native breast tissue and sensation over time.<sup>1,2</sup> Unlike conventional techniques, it recruits surrounding tissues instead of cutting them, achieving a natural, beautiful result.



### Preserve your breast softness:

This less invasive\* approach reduces disruption to natural breast support structures. By combining SmoothSilk® Ergonomix2 implants with the Preservé™ system, it minimizes scars, lowers complications, and conserves native tissue for quicker recovery.<sup>3</sup>

Preservé





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