IMPLANT UPDATE

AT THE CUTTING EDGE OF BREAST IMPLANT TECHNOLOGY, THE POPULARITY OF **SILIMED** P-URE BREAST IMPLANTS HAS SURGED THANKS TO ITS EXCELLENT RISK AND SAFETY PROFILE. JESSICA RULE REPORTS.

Breast augmentation continues to be the most popular cosmetic surgical procedure for women, and implant choice remains a key deciding factor in achieving optimum results. So how has the introduction of polyurethane coated implants changed the procedure?

The Silimed P-URE implant was developed in Brazil. What makes this implant different is that the soft cohesive silicone gel is covered with a layer of polyurethane (PU) foam – hence they are also referred to as the 'furry Brazilians'.

The advantage comes from the modification in the body's response to the implant, with native breast tissue interfacing with the implant surface. The polyurethane foam becomes part of the capsule, which stabilises the implant with scaffolding the natural collagen fibres wrap themselves around. The implant is therefore secured in place with a Velcro-like grip.

Melbourne plastic and reconstructive surgeon Dr Craig Rubinstein specialises in women-only cosmetic procedures, with the bulk of his schedule covering breast augmentation procedures and tummy tucks. 'I work alongside Dr Jane Paterson and we strive to continually be at the forefront of tried-and-true options for our patients so we can be assured we're offering them the best choices,' he says. 'Silimed P-URE implants are one such option, being used extensively overseas in countries such as the UK, and with many surgeons using them exclusively.'

BEFORE

AFTER breast augmentation using P-URE implants by Dr Rubinstein

Dr Rubinstein says there are particular candidates for which the Silimed P-URE implant is ideal. 'For some women these are definitely the way to go,' he says. 'It's a good choice for those with minimal breast tissue or minimal breast support because P-URE offers security and will maintain its position. Positioning the P-URE implant correctly may even avoid the need for a breast lift in some cases.'

'The second group is women with a risk of capsular contracture or those having revision breast augmentation, particularly if they suffered capsular contracture initially,' he continues.

According to evidence accumulated from more than 40 years of use overseas, polyurethane coated implants have a proven excellent safety record.

The main advantage is the reduced risk of two of the most common concerns involving breast augmentation procedures, which surgeons and manufacturers alike have sought to reduce for years: capsular contracture, or capsule hardening, and displacement.

'Scientific evidence suggests the Silimed P-URE implant minimises the risk of capsular contracture, rotation and displacement, and with overall less complications,' says Dr Rubinstein.

Published studies show the rate of capsular contracture – or hardening and distortion of the implant in the chest – at up to ten years after surgery was reduced from around 10 per cent with other implants to about one percent with the polyurethane coated implant.

Movement or displacement, where the implant rotates or migrates south, can result in sagging, rippling or wrinkling of the implant surface. This can also cause aesthetic problems if an anatomical, or teardrop-shaped, implant ends up upside down.

'Technology is constantly improving and we're able to offer our patients better and safer options and results,' says Dr Rubinstein. 'In my experience P-URE implants have created results my patients are delighted with.' **acsm**