

PRODUCTS & SERVICES

BREAST IMPLANTS OF THE FUTURE

DR ANOOP RASTOGI EXPLAINS WHY HE CONSIDERS GERMAN-MADE POLYTECH BREAST IMPLANTS TO BE THE IMPLANTS OF TOMORROW

Germany is continuing its impeccable reputation for quality, reliability and innovation with POLYTECH micropolyurethane breast implants, and Double Bay cosmetic surgeon Dr Anoop Rastogi wouldn't use any other brand.

THE JT MEDICAL SERVICE

"I've been performing breast augmentations for more than 18 years and I've worked with all the major implant companies. The service at JT Medical is the best I have ever had," says Dr Rastogi.

"They always deliver; they are polite, reliable, and helpful. They go that extra mile to make sure everything is running smoothly. Therese Turner, the CEO, in particular, is brilliant on a personal level – she ensures her team really goes out of its way to provide the best service possible."

"I would recommend POLYTECH implants to both my patients and my colleagues for the same reason – because these are tomorrow's implants. You want to give your patients the best and these are the best."

"I believe it's only a matter of time before everybody uses them – not using them will be the exception in the future," he concludes.

JT Medical is the distributor of POLYTECH implants in Australia and New Zealand. Manufactured and packaged in Germany, POLYTECH products offer patients a reliable and long-lasting option for breast augmentation.

"I have been using polyurethane for 10 years and POLYTECH for the last 6 years. One hundred percent of the implants I currently use are POLYTECH," said Dr Rastogi.

"I only use polyurethane coated implants. I was attracted to them because the risk of complications is profoundly lower when compared to conventional smooth and textured implants. I have visited the POLYTECH factory in Germany where they are manufactured and have seen, first hand, the impeccable quality of these implants. That is the reason POLYTECH are my first choice, every time."

SAFETY AND QUALITY

Capsular contracture is recognised as the most common complication of breast augmentation. One of the principal considerations of breast surgery – or any surgery – is to minimise risks and complications.

According to Dr Rastogi, implants

coated with polyurethane have consistently been demonstrated to minimise the rate of capsular contracture.

"They have the lowest risk of complications of any implant on the market. Not only are POLYTECH polyurethane (Microthane®) implants not prone to capsular contracture, but these implants stick – they are stable and don't displace or cause sagging.

The reason behind this is when collagen fibres form around an ordinary implant, the orientation of these fibres can contract making the implant hard and ball-like. This is not the case with POLYTECH polyurethane (Microthane®) implants," said Dr Rastogi.

"When a polyurethane implant is placed in the body the collagen fibres spiral around the surface, netting like vines on a lattice. If it is irritated it will only contract microscopically around the individual strands of netting rather than around the implant as a whole, hence minimising the risk of capsular contracture."

The Vazquez study from Argentina confirms a 17 times lower complication rate with polyurethane coated implants compared to conventional smooth

and textured implants.

In extensive clinical studies, the capsular contracture rate for polyurethane-covered implants in virgin tissue is 0 to 9 percent compared to 9 to 50 percent for other implants. In most of the large studies, the capsular contracture rate for Microthane®-covered implants is as low as 0–3 percent¹ as depicted in larger clinical trials.

Further to this, an extensive long-term study conducted in the United States employing the Kaplan-Meier survival analysis confirms the significant reduction of the risk for capsular contracture with Microthane®-coated implants for up to 10 years after implantation. The statistics demonstrate that after eight years the capsular contracture rate with Microthane®-covered implants is 15 percent lower compared with textured implants, and 30 percent lower compared with smooth implants.²

"In my practice, the capsular contracture rate between polyurethane and conventional implants is 40 times lower. This is the main benefit," said Dr Rastogi.

HOW POLYTECH IMPLANTS WILL BENEFIT YOUR PRACTICE

With a variety of textures and shapes to meet the demands of all patient groups, the shell of POLYTECH implants consists of several layers of silicone. It is also equipped with a diffusion barrier, which is designed to prevent the gel from permeating through the shell into surrounding tissue.

The medical-grade silicone gel used to fill POLYTECH implants is form-stable and returns to its original shape after moderate mechanical impact. In terms of tactility and movement, it is designed to closely resemble the natural breast.

"POLYTECH implants do not produce the same results – they

produce better results. With these implants I am still able to produce a beautiful, natural-looking breast shape," says Dr Rastogi. "The difference is I can now have even greater confidence that over time my patients' breasts will remain the way I have designed and sculpted them. The cleavage won't draw apart with muscle movement, the implants won't sag and the breasts will remain soft", says Dr Rastogi.

"Does it look natural? Yes it does. Does it look beautiful? Yes it does. Is it soft? Yes it is – but it takes longer to get there than with traditional implants, (quite similar in teardrop implants). My patients absolutely love the results."

"I am now also able to treat some women who previously

would have required a breast lift because the implants can fill their breast emptiness and lift the nipples without fear of the implants weighing the breast down."

Dr Rastogi emphasises that there is indeed a learning curve behind using the POLYTECH implants, and they do require greater surgical precision, more careful planning and more acute clinical judgment.

"A lot of good breast surgeons use them infrequently because they find them difficult and haven't yet perfected the technique," says Dr Rastogi.

"In my opinion, the benefits of these implants for patients and surgeons alike are so great that it's worth persevering until one has reached the favourable part of the learning curve." **AMP**



BEFORE AFTER breast augmentation by Dr Rastogi



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POLYTECH breast implants are distributed in Australia by JT Medical. Call 1300 841 446 or visit www.jtmedical.com.au

1. Handel, 1991; Pennisi, 1990; Shapiro, 1989; Hester et al., 2001; Baudelot, 1989; Gasperoni, 1992; Hermann, 1984; Eysen, 1984; Schatten, 1984; Artz, 1988; Vázquez, 2007.
2. Handel, 2006