

FOR IMMEDIATE RELEASE

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## DAVIS COSMETIC PLASTIC SURGERY NOW OFFERS SILICONE GEL-FILLED BREAST IMPLANTS

Dr. Steven L. Davis among first surgeons to be certified for INAMED® Silicone-Filled Breast Implants

Cherry Hill, New Jersey (December 1, 2006) – The approval of Allergan's INAMED® Silicone-Filled Breast Implants by the U.S. Food and Drug Administration has opened doors to more options than ever before for patients seeking breast implant surgery. Now, after completing the Allergan Physician Certification Program, Dr. Steven L. Davis and Davis Cosmetic Plastic Surgery in NJ, is able to access the INAMED® Matrix of breast implant options to provide the One Right Result to each individual patient.

By completing the certification program, Dr. Davis at Davis Cosmetic Plastic Surgery has gained access to an unprecedented array of options designed to enable surgeons to precisely match the appropriate implant to each individual patient's body type and goals. Any woman desiring silicone gel-filled breast implants can now be more confident that she can get the One Right Result she deserves.

In 2005, nearly 340,000 women in the U.S. had breast implant surgery<sup>1</sup>. Of those women, approximately 86% were augmentation patients, up 10% from 2004, and approximately 14% were reconstruction patients. While research shows that surgeons and patients prefer silicone gel-filled breast implants to saline-filled implants, saline has been the only option for women seeking augmentation surgery until now.

Today's silicone gel-filled breast implants are different from the products that were available in the 1970's. Arguably, no other medical device has been more studied for safety than silicone gel-filled breast implants and decades of research have evaluated their safety and effectiveness. This research shows that silicone gel-filled breast implants are safe. INAMED® Silicone-Filled Breast Implants have been used with success for more than three decades in over 60 different countries. They have an outer shell that is more than 50% thicker than earlier implant devices and can withstand more than 25 times the force of a normal mammogram without failure.

Dr. Davis has been in practice for 10 years and conducted approximately over 100 procedures for breast augmentation and reconstruction.

To schedule a consultation with Dr. Davis, contact Davis Cosmetic Plastic Surgery at 856-424-1700 or visit [www.daviscps.com](http://www.daviscps.com). For more information about INAMED® Silicone-Filled Breast Implants, please visit [www.breastimplantstoday.com](http://www.breastimplantstoday.com). Learn more about Allergan, at [www.allergan.com](http://www.allergan.com).

<sup>1</sup> American Society of Plastic Surgeons