



feel the
difference

Dear Physician,

Announcing Mentor's "Feel the Difference" program - for women who have had augmentation using saline breast implants and may be thinking about exploring other options. Perhaps they had their procedure before the MENTOR® MemoryGel® Breast Implant was available...or they simply preferred saline at the time of their original procedure.

Now Mentor can offer your revision patients a special \$250 savings when they change from saline to MemoryGel® Implants. Following saline revision using MemoryGel® Implants, Mentor will mail a \$250 American Express® Gift Card directly to her door.

Lots of women are thinking about changing from saline to silicone but they need more information about their options...*from you.*

To make it easy for you and your staff to get the word out quickly and help inform your patients, we've developed some simple tools and included some on MentorDirect.com.

- A patient brochure for your front desk and/or waiting room
- An introductory "Feel the Difference" letter and e-mail, ready for direct patient distribution
- A counter card and Web site banner to draw interest to the program

We've made it easy for you to participate. Here's all you have to do:

1. Once a new surgery has been completed, simply go to www.mentordirect.com and log into your MentorDirect Account
2. Click on the "My Account" tab, and "Feel the Difference" button
3. Enter the following information:
 - a. Patients name, mailing address and e-mail address
 - b. MemoryGel® Implant numbers
 - c. Former saline implant numbers
 - d. Check the box to certify that the patient received MemoryGel® Implants and that the saline implants were removed
 - e. Click Send
4. Once approved, your patient automatically receives an e-mail saying you entered their information and that they will receive a \$250 American Express® Gift Card in the mail. The email will include a link to the MENTOR® MemoryGel® Breast Implant Referral Program.

Offer applies to any
manufacturer's saline
breast implants

If you have any questions about the "Feel The Difference" offer or simply need more program material, please contact your Mentor sales representative.

Feel the Difference Program Terms and Conditions

Limited time offer. Mentor reserves the right to change or modify the program at any time. Void where prohibited. **Excludes patients who experience events covered under warranty.** The patient must have undergone a saline breast augmentation surgery in the past and must undergo a MemoryGel® breast augmentation surgery; breast reconstruction surgeries do not qualify. The MENTOR® Feel the Difference Program is not available where (1) the patient's surgery is reimbursable, in whole or in part, by the federal health care program, including Medicare, Medicaid and TRICARE; (2) the patient is a licensed physician; (3) the patient is a licensed health professional in California, Florida, New Jersey or New York; or (4) the patient's surgery is reimbursable, in whole or in part, by any public or private insurance program in Illinois. Patients are encouraged to select a surgeon of their own choosing after conducting their own investigation into the particular surgeon's training, education and experience.

Gift cards will be processed 6-8 weeks after Mentor Worldwide LLC receives the verified information.

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