



## The Journey

Motivalmagine™ is an unequaled holistic and wellness experience, combining expressive architecture and exceptional service in an environment designed for both inspiration and harmony.

Much more than a procedure, Motivalmagine™ is an exclusive, customized journey where attention to detail is paramount, from unique design elements to personalized service.

It's a journey of discovery, where guests can explore the pleasure and empowerment that comes with change.



## Definition

A Motivalmagine™ Center is a strategic location with one or more state-of-the-art Divina™ 3D imaging systems, accommodating breast augmentation consultations in a branded setting.

Through Motivalmagine™ Centers, Establishment Labs utilizes breakthrough consultation tools, creating an elegant, productive patient surgical journey.

The Motivalmagine™ Center offers a superior customer experience from consultation to surgery.





## Objectives

- Online: increase traffic to locations
- Centers: increase consultation-to-surgery conversion rate
- Support: optimize Motivalmagine™ Center network performances
- Motiva Implants®: build customer and brand loyalty



## Guest Experience



- 1 GUEST COMFORT ZONE**  
The Motiva guest is directed to a dedicated area with enhanced features
- 2 GUEST EDUCATION**  
Offer educational materials and resources to inform guests about the surgical process
- 3 3D IMAGING**  
3D imaging devices are utilized to help the guest visualize their potential outcomes



## Exclusive Offerings

### Q INSIDE SAFETY TECHNOLOGY™

Using a passive radio frequency identification (RFID) transponder, Q Inside Safety Technology™ allows surgeons to non-invasively access implant-specific data, giving patients peace of mind in the event of a safety issue or device recall.

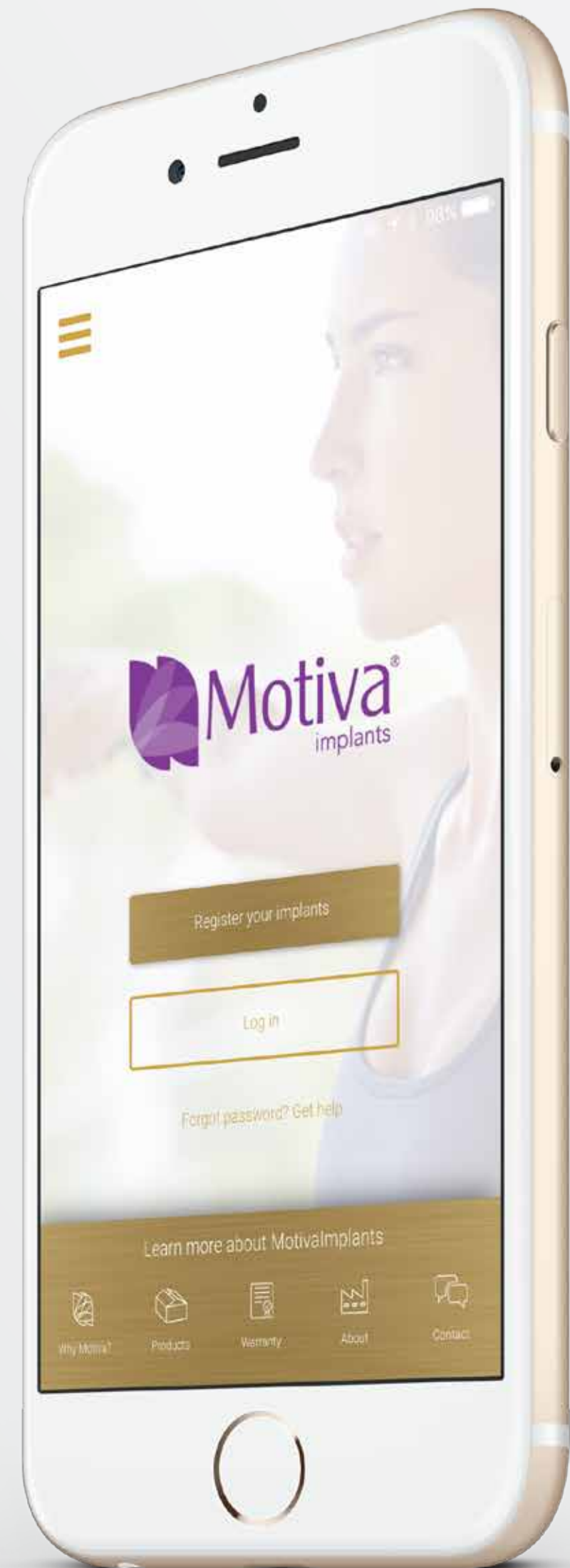
### MOTIVAIMAGINE™ APP

Downloadable app provides customers with safety and peace of mind through a private and secured global patient implant registry that validates device quality over time, as well as important information about warranties and technology.

### MOTIVAIMAGINE™ EXTERNAL SIZING SYSTEM

Motiva External Sizers encompass the entire Motiva Implant Matrix®. Motiva Sizers are covered with a thin layer of polyurethane and filled with silicone gel for the best, most natural feel.





## Safer Customer Journey

### ALWAYS CONFIDENT WARRANTY®

All implants are covered by the Always Confident Warranty® against rupture, for the lifetime of the device, and by the Product Replacement Policy against capsular contracture, Baker grades III and IV for 10 years.

### EXTENDED WARRANTY PROGRAMS

Establishment Labs offers 2 Extended Warranty Programs to support patients with financial assistance for each affected implant, applicable to the cost of the revision surgery.



Two Imaging Options to Meet Your Needs

divina™







divina™

Visualize the Future

divina™



The latest generation 3D scanner and simulation system from AX3 Technologies. It is the alignment of customer needs with world-class design and the latest computing and 3D image capture technologies. The result is functional art that brings the best of high technology to your practice.

## Elegance and Precision Combined

Combining clean colors, minimalist soft angles and curves, Divina™ emanates elegant presence.

Every functional and aesthetic element has been chosen for its performance and durability.



## 3D Simulation Platform

### Intel® RealSense™

Uses an IR laser to capture millions of point cloud measurements and create a digital body cast in seconds.

### TBS™–Tissue Behavior Simulation

Automatically defines skin elasticity, muscle and glandular tissue to enable simulations that react as the body does.

### i3–Intuitive Interface Intelligence

Software that is easy to use and works in real time.

### Image Control

Divina™ is scientific, precise and accurate. The patient views the result of her own 3D body cast and leaves your practice with a definitive visual of what she could look like post surgery.

### Automated Accurate Anatomical Measurements

Simplifies volumetric measurements and records clinical data for reference quickly and efficiently.





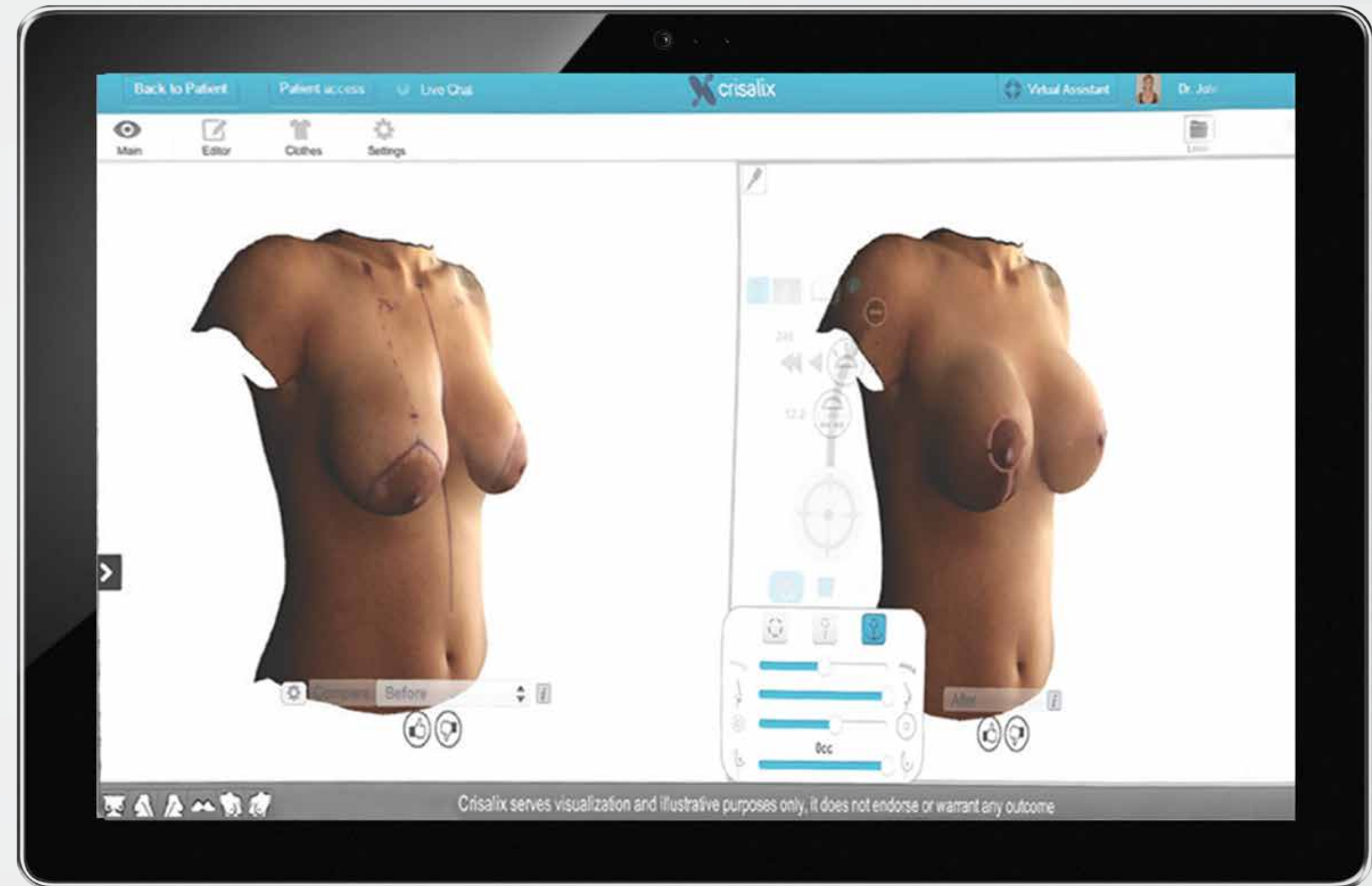
## The Only Mobile, Real 3D Imaging Solution

Crisalix® 3D sensor — faster, more accurate  
and easier than ever.

Show your guests their new bodies in 3D.

Available on the new Gear VR® Oculus®  
and Google Cardboard™ goggles.

Gain maximum exposure with a  
3D before-and-after sharing platform.



## Show Post-Surgery Results

Patients can now try their new bodies on themselves — with immersive visualization to see options for their new breasts.



