

## US-based Establishment Labs launches breast aesthetics technology in Japan

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**Potential for Mia Femtech in Japan is many times larger than the current breast augmentation market**



US-based Establishment Labs Holdings Inc., a global medical technology company dedicated to improving women's health and wellness, principally in breast aesthetics and reconstruction, has announced the launch of Mia Femtech in Japan, marking the beginning of a new era in breast aesthetics.

Mia Femtech is Establishment Labs' breakthrough breast aesthetics experience. The patented technologies used with Mia can shape the breast in a 15-minute minimally invasive procedure without the need for general anesthesia.

The premium and personalised Mia Femtech experience is being launched at two clinic chains in Japan. Seishin Plastic and Aesthetic Surgery Clinic operates 10 premium plastic surgery clinics with Mia Femtech now available at their main Tokyo clinic in Roppongi and at their newest clinic in Ginza. Joe Clinic is a high-end medical aesthetics chain in Japan that will offer Mia Femtech initially at its Tokyo and Osaka locations.

"In 2013, we recognised that traditional breast augmentation was not meeting the needs of most women in Japan. Now, a decade later, we are providing a solution. Our launch of Mia Femtech through our partner clinics is focused on delivering an empowering experience in breast aesthetics that overcomes the reservations women may have while matching the ideals to which they aspire," said Juan José Chacón-Quirós, Founder and Chief Executive Officer.