

**UNDER EMBARGO UNTIL: SATURDAY, 1. APRIL 2023**

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## PRESS RELEASE

Lucerne, April 1, 2023

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### SWISS WORLD FIRST SMART CUP IMPLANT: ADJUSTABLE BREAST TO YOUR SITUATION

**Lucerne Clinic is a leading Swiss Clinic for breast augmentation. Always on the lookout for innovative solutions, the beauty clinic is now going one step further: With Smart Cup, they are proud to present a breast implant that is adjustable to your situation. Exclusive, app-controlled - for long-lasting feelings of happiness.**

The demand for breast augmentation is worldwide, stronger than ever. As a leading beauty clinic for breast augmentation, Lucerne Clinic performs more than 700 breast operations every year. Dr. Jürg Häcki, a specialist in plastic, reconstructive and aesthetic surgery, and founder of the Lucerne Clinic, is always interested in innovative new solutions to make his patients even happier. In cooperation with a manufacturer of breast implants, he has now developed one that is exclusively available at Lucerne Clinic: Smart Cup, the breast implant adjustable in size. With this revolutionary breast implant, you can adjust your breast to be smaller at the gym and bigger while going out for drinks according to the woman needs.

1/2

#### **App-controlled**

With the Smart Cup app, the woman can adjust the size of their breast cup. Also, you can connect the Smart Cup to Siri. But how does that work? With our patented gel technology, the implants can expand or shrink in size. Maybe the woman is in a crowded bus, and she likes to shrink her breast cup to an A or when she is off work and wants them to go to a D. With the Smart Cup nothing is impossible.

Some might wonder if the implant with the newest gel technology could harm the breast - not at all! "It goes without saying that our Smart Cup meets the highest safety standards, like all the other products we offer at our clinic." Dr. Häcki adds.

#### **But what is the advantage of the Smart Cup?**

Choosing the right cup size can be hard. Patients worry about if the implant is too big or too small. In different life situation, the Smart Cup is the smart way. Woman will never have to worry about their size ever again. At Lucerne Clinic, Dr. Jürg Häcki says: "We saw the demand, so we made it happen. Our patient's well-being is the most important thing to us. Our revolutionary implants will meet our patient's needs."



### **First Smart Cup for Influencer**

The first production model of the new Smart Cup already has an owner: Celina, a micro-Influencer from Switzerland. She is the first woman worldwide to receive the Smart Cup implant. "I'm very happy to adjust my breast size to different life scenarios. I feel honoured to be the first woman to have the Smart Cup implants." And when does Celina plan to use the different sizes? "I can easily adjust the size to the top I'm wearing," she says with a bright smile.

### **For personal inquiries**

Dr. Jürg Häcki, specialist in plastic, reconstructive and aesthetic surgery at the Lucerne Clinic: 041 511 80 80 / [info@lucerneclinic.ch](mailto:info@lucerneclinic.ch)

For more information, photos, and video material about the Smart Cup implant, see here: [lucerneclinic.ch/smartcup](https://www.lucerneclinic.ch/smartcup). If you are interested in receiving the implant, you can register at this link.

You can also get the latest news about the Smart Cup implant on our Instagram account "Lucerne Clinic Breast":

[https://www.instagram.com/lucerne\\_clinic\\_breast/](https://www.instagram.com/lucerne_clinic_breast/)

2 / 2

Attachments to the press release (via download link):

- 6 press photos
- 1 video

Photo captions:

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### **Klinikgeflüster**

Wussten Sie, dass Carmen Bieri, die weltweit bekannte Fitness-Influencerin in der Lucerne Clinic ihre Brüste korrigieren liess? Die Lucerne Clinic führt neuerdings das Label «Breast Expert» für Zweitmeinungen und Korrekturen: [lucerneclinic.ch/brust-zweitmeinung](https://www.lucerneclinic.ch/brust-zweitmeinung)