

Media release

Lucerne, 1 April 2024

A world first from Switzerland: Payment by breast implant

Lucerne Clinic is pursuing a revolutionary new approach with the BreastPay app: instead of paying by mobile phone, bank card or cash, women can now hold their breast to the card reader. The annual subscription to the BreastPay app offers additional benefits with the option of collecting with BreastPoints. Swiss ex-Bachelor contestant and influencer Mia Madisson is the first to try it.

Summer is just around the corner, and with it bikini and beach season. “It would be a pain if I had to remember to take my purse as well as all my swimming things. So it’s really handy that I can pay for a drink at the beach bar with my breast implant,” enthuses former Bachelor contestant and influencer Mia Madisson. Do what? You heard right. With Lucerne Clinic’s BreastPay app, a world first, it will already be reality this summer.

The advantages of the Swiss beauty clinic’s BreastPay solution hardly need spelling out: no cash, credit card or mobile phone is needed to make a payment. Whether in shops, restaurants or service companies, there’s no need for a wallet. On the contrary: with the BreastPay app, you can settle whatever bill you have to pay in an uncomplicated – not to say attention-grabbing – way. “The BreastPay app is perfect for beach or wellness holidays, where women often only wear a bikini or swimming costume and don’t have a bag with them,” says Dr Jürg Häcki, founder of Lucerne Clinic.

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How BreastPay works – Mia Madisson is impressed

During her last implant change at Lucerne Clinic, Mia Madisson was the first to test BreastPay – and is fascinated by the ease of use and convenience of BreastPay: the only requirement is a newer-generation breast implant. The mini-chip integrated into the implant is programmed with an update so that the app can be activated in the breast implant. The compatibility test at lucerneclinic.ch/breastpay shows which implants are suitable. If your implant is compatible, you can apply for the Lucerne Clinic BreastPay app and the associated annual subscription for CHF 99. “Women who have not had their breast augmentation done at Lucerne Clinic can still purchase the app from us and take out a subscription,” explains Dr Jürg Häcki.

Once the app has been installed on the smartphone and linked to a credit card or ApplePay, BreastPay is very simple to use: instead of a smartphone or bank card, a woman holds her breast to the NFC field of the card reader when paying – and the corresponding amount is automatically debited from her account.

Collect BreastPoints for discounts, check account balance with Siri

Each payment using BreastPay earns you ‘BreastPoints’ in the app. These points can be used to book additional services at Lucerne Clinic or to pay in leading online shops. Good to know that Lucerne Clinic’s BreastPartner programme is constantly adding further attractive online shops.

Another advantage: the app can be controlled using Siri. “Siri tells me what my current account balance is before I make a purchase or informs me once the payment is successful,” says Mia Madisson, impressed. She particularly likes that she can

use Siri to help her with secure online shopping via BreastPay. “Even in the short time that I’ve had it, I can no longer imagine my day-to-day life without BreastPay and have already collected over 20,000 BreastPoints.”

Check compatibility now and apply for BreastPay

Do you have breast implants and would like to use BreastPay too? You can find more information about this world first on the Lucerne Clinic website at lucerneclinic.ch/breastpay. Here you can also do the compatibility test and submit an application for the app. “We have already received over 500 applications for the app and look forward to a lot more interest from women,” Dr Jürg Häcki adds.

To find out more about the BreastPay app, check out our Instagram account “Lucerne Clinic Breast”: https://www.instagram.com/lucerne_clinic_breast/

Media enquiries / information

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Further **information, images and video material** on the BreastPay app can be found in the enclosed zip file and from 1 April at lucerneclinic.ch/breastpay.

Attachments to the press release (via download link):

- Press images
- 1 video with Mia Madisson