



New Survey Reveals Life-Changing Events Lead to Women's Renewed Focus on Self

A new national survey from the not-for-profit National Women's Health Resource Center (NWHRC) of 1,600 women ages 18 to 64 challenges stereotypes regarding the changes women make — and would consider making — after experiencing a life-changing event, and their reasons for doing so.

Life-Changes Inspire Life Makeovers

- More than half of women (59 percent) surveyed felt motivated to make over their lives after experiencing a life-changing event, such as:
 - Major weight change (62 percent)
 - Childbirth (59 percent)
 - Divorce, separation or end of a romantic relationship (55 percent)
- The majority of women (95 percent) who wanted to make a change actually did so in at least one area of their lives:
 - Health or fitness (57 percent)
 - Physical appearance (42 percent)

Women Want to Look as Good as They Feel

- The majority of women surveyed (88 percent) say it is important that they look as good as they feel.
 - 93 percent of women agree that when they take action to look better, they feel better.
 - Breasts are among the top five body parts women would change -- others include stomach, buttocks, legs and skin.

Breasts and Femininity – A Strong Connection

- Women's top two definitions of femininity are:
 - Being comfortable with yourself (86 percent)
 - Being confident (82 percent)
- Thirty-eight percent of women surveyed want to feel more feminine.
- The majority of women surveyed (88 percent) say their breasts contribute to their overall feeling of femininity.
- Women surveyed describe other women who have undergone breast augmentation surgery as confident (60 percent) and feminine (61 percent).

Breast Augmentation Surgery is a Personal Decision

- If women were to undergo breast augmentation at some point in their lives, 54 percent of women would be motivated to reshape breasts after a major physical change:
- 91 percent of women agree that breast augmentation surgery is as much an emotional choice as it is a physical choice.

Perceptions Around Breast Augmentation Surgery are Changing

- 53 percent of women say they are more accepting of breast augmentation than they used to be.

- 63 percent agree that women who have breast augmentation surgery are the kind of women who know what they want and aren't afraid to get it.
- Half of all women surveyed know someone who has had breast augmentation surgery.

More Information

For more information about the *Life Makeover Secrets of the Modern Woman* survey or to find a surgeon near you, visit www.healthywomen.org/breastsurgery. For detailed information about the safety of silicone and silicone gel-filled breast implants, please read the complete patient information at www.fda.gov/cdrh/breastimplants/labeling.html.

About the Survey

The findings presented are the results of 1,600 telephone interviews conducted using an RDD methodology from July 19, 2007, to August 7, 2007, by GfK Roper Public Affairs and Media. The survey was conducted among a representative sample of women 18 to 64 in the continental United States. Data were weighted for sample balancing by age, education and census region. The margin of error for the total sample is +/- 2.5 percentage points at the 95 percent confidence level. The margin of error for subgroups is higher. Because of rounding, numbers may not total 100 percent.

The Life Makeover Secrets of the Modern Woman national consumer survey and campaign are part of an NWHRC educational initiative, sponsored by Allergan, Inc., maker of the NATRELLE™ Collection of breast implants.

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