

**Francesca Romana
Grippaudo MD, PhD**

Education and Training

- ▶ 1985: MD degree Cum laude, Sapienza University of Rome (Italy)
- ▶ 1991: Plastic Surgery Board Certification, Rome (Italy)
- ▶ 1992: hon SHO al Mount Vernon Hospital, Northwood, London (Uk)
- ▶ 1996: Research Fellow, Mater Hospital, Brisbane (Australia)
- ▶ 2013: PhD in Medical Sciences, Groningen University (Netherlands)
- ▶ 1988-today: Assistant Professor in Plastic Surgery, Sapienza University of Rome (Italy)



Awards

- ▶ 2001: FEO Award for best craniofacial research paper
- ▶ 2013: received ITWIIN Award as best Italian Innovator for MAGIC bra (Mammary Garment Ideal for Camouflage) patent, designed for women to conceal temporary or permanent breast asymmetries

- ▶ Plastic surgeon in two charity medical missions to repair cleft lip and palate in children (1996-Philippines and 2001-Bangladesh)
- ▶ Member of the Italian Association of Plastic, Reconstructive and Aesthetic Surgeons

Publications and assignments

- ▶ Prof. Grippaudo has published more than 80 scientific papers on breast reconstruction, breast implants, diagnostics and therapy of dermal filler complications, burns, lasers, liposuction, craniofacial malformations, abdominal wall reconstruction, skin cancer therapy.
- ▶ In 2009 member of the Italian Ministry of Health Commission to deliver the Law n 86 , 5.06.2012 , to regulate breast implants indications and to institute a national registrar

Innovation is inventing simple solutions to complex problems

**MAGIC
Mammary Garment
Ideal for Camouflage**
Francesca Romana
Grippaudo MD, PhD



SAPIENZA
UNIVERSITÀ DI ROMA

CONTACTS:

Francesca Romana Grippaudo
francesca.grippaudo@uniroma1.it

Via Stazzo Quadro 20b
00060 Riano (RM) - Italy

T (+39) 347 3605311
F (+39) 06 9036024

MAGIC

Mammary Garment Ideal for Camouflage

Many women present **temporary** breast asymmetries.

- ▶ after ablative surgery for cancer (mastectomy, quadrantectomy) during the **reconstructive procedures** with expander/implant, flaps or lipofilling
- ▶ after other unilateral breast or nipple surgery due to bulky wound dressing

Problems

Aesthetic:

- ▶ How to conceal this asymmetry under the usual dress style?

Functional:

- ▶ How to support contralateral breast and avoid orthopaedic problems / spine pain etc?



MAGIC is a bra designed for all women **presenting a temporary asymmetry of the breast**

- ▶ because they have sustained a demolitive surgery of the mammary gland (lumpectomy, quadrantectomy or mastectomy) and are going through the reconstructive phase
- ▶ or after any other surgery necessary to correct a breast malformation or an inverted nipple

A wide female population seek a bra helping to conceal a **temporary asymmetry** of the breasts due to post surgical dressings or reconstructive procedures: so far **no other products exist in the market** for this category of consumers.

MAGIC offers extra benefits when compared to actual solutions, mostly of domestic manufacture: any woman wearing this new bra can lead her life without any limitation in clothing choice.

MAGIC has outstanding properties in terms of wearability, comfort and performances in concealing the temporary disability, **without any interference with the underway breast reconstruction process.**

My priority was to project a **highly versatile** bra **adjustable** to each breast mutilation and to the diverse reconstructive procedures, regardless the body features of the woman, to be found in general distribution stores.

An extra significant benefit of **psychological nature** adds if patient could buy the **MAGIC** bra from any brand of the big distribution or lingerie shop, and not in sanitary articles stores addressing their products to a "niche" customer having cancer.

This reason make any woman keen to buy the **MAGIC** bra, with a limited monetary investment, even if the time span of its use is only temporary.

MAGIC's cost is not higher than any other bra in the market of average quality.

MAGIC fabrication process does not need any new machine or special tools for a lingerie's factory, neither an extra time in terms of manpower or making time is requested when compared to others brassieres.

MAGIC can be done in different colors and cups.

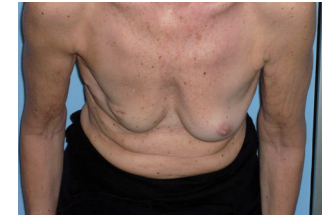
MAGIC prototype



MAGIC bra front view with pad inserted in left side. No underwire is needed, cups are pre formed. Pads can have a diverse design to fit the breast asymmetry.



MAGIC bra back view view to show construction details. Left side only is completed, no underwire, soft lining inside with lateral side opening.



Patient after right breast quadrantectomy



Same patient wearing **MAGIC** bra prototype



MAGIC bra posterior view. Both side have double lining to accomodate soft pads. Right side accomodate a double pad.



MAGIC bra: can accomodate pads of different shape, size and height and thickness. Double pads or pads of different sizes and shapes can be fixed to disguise temporary breast asymmetry not interfering with reconstructive procedures



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