

Marketing of Niche Product: Stwics Non-Surgical Breast Shaping Brassiere

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Abstract: With the upgrading of consumption power of Chinese women, the women's brassiere market has become a new economic growth point and more and more businesses have begun to target the women's brassiere market. Stwics is committed to making it easy for women to have amazing breasts, and to providing women with safer and healthier options to avoid the risks of traditional breast enhancement. Stwics launched non-surgical breast shaping brassiere in the world. The researcher analyzes the product design principle, experimental process and results, product applicable population, product effect and brand background of Stwics non-surgical breast shaping brassiere. To test the effects of Stwics, the research team studied the effects of regular Stwics on three random groups of people: rapid responders, moderate responders, and slow responders. The results showed that different participants responded differently to Stwics use. Everyone reacts differently to the same amount of clothing, and different doses have different effects on different people. According to the Stwics team, there are three typical reactions among users of Stwics devices. Over the course of four to eight hours a day, tension can cause breast tissue to gradually enlarge. Over the next 14 hours, the reversible edema gradually subsided, but a small amount of residual real tissue growth remained. The next day, repeat the wear, increasing the wear effect with each cycle. Stwics Breast Enhancement and Shaping Device is currently the only scientifically proven non-surgical method of breast enhancement. Stwics devices stimulate natural breast growth without drugs, creams or implants. The result is the growth of the user's own breast tissue, which makes the breasts bigger and straighter.

Keywords: Stwics; Breast Shaping Brassiere; Innovation; Medical Treatment.

1. Introduction

1.1. Research Background

The proportion of Chinese women's brassiere market in the national consumption structure increases year by year, becoming a new growth point of the market economy. Therefore, some clothing brands also began to actively join the market wave of women's brassiere and expand the product line of women's underwear. With the rapid development of Internet technology and smart wearable devices at home and abroad, some technology companies, universities and other groups or individuals began to conduct many practical explorations of brassiere in the laboratory, and developed women's brassiere with different functional positioning, which has gradually won the recognition and love of consumers, and has a large part of the market.

1.2. Research Significance

Social interest in artificial intelligence has reached an unprecedented peak. At the same time, as women's consumption tends to be more rational and personalized, their demands for the quality and branding of brassiere are increasingly high (Rajendra, 2012). Therefore, more and more technology companies and brassiere brand enterprises to enter into the female consumer market with the new category of intelligent brassiere in-depth market segmentation.

Stwics is committed to making it easy for women to have amazing breasts, and to providing women with safer and healthier options to avoid the risks of traditional breast enhancement. Stwics launched non-surgical breast shaping system in the world, and applied for 20 cutting-edge international patents. The breast shaping system contains the

most cutting-edge technology of mankind, overturns the limitation of traditional breast shaping thinking, opens the door of women's future breast shaping, and marks the historic turning point of the global breast shaping industry. By far the safest and most effective Stwics system, women only need to wear it for 10 weeks to realize the second development of the chest, easy transformation, permanent in the eyes of men have the most perfect breasts, beyond the imagination of the chest experience, once used, the effect will be more and more present. This thesis analyzes the product design principle, experimental process and results, product applicable population, product effect and brand background of Stwics non-surgical breast shaping brassiere.

2. Brand Background of Stwics

The Stwics brand was founded in Germany. The Stwics constant negative pressure non-surgical breast shaping tissue expander was an accidental result of a team of medical plastic surgeons in Germany. In the long history of plastic surgery, autologous tissue has always been the preferred material for reconstruction of traumatic defects, birth defects or body shaping for cosmetic purposes. Since 1895, a surgeon reported that autologous fat could be transplanted into the breast to achieve the purpose of enlargement, remodeling or repair. In the early 1990s, the safety of silicone prostheses raised concerns from all circles. After autologous fat surgery, the size and contour of the breast were greatly improved, and all breasts had a natural appearance and soft touch. However, fat liquefaction and absorption rate after autologous fat surgery, fat necrosis and subsequent calcification, tissue adhesion or contracture are also factors that greatly affect the surgical effect. Moreover, the surgical experience of different physicians has a great influence on the surgical effect. Therefore, a doctor proposed the use of non-surgical tissue

dilators with constant negative pressure. In many years of chest autologous fat surgery, it has been found that the use of constant negative pressure tissue non-surgical tissue dilator before and after surgery can increase the tissue space of autologous fat surgery, facilitate the growth of transplanted adipose tissue, reduce its compression pressure, reduce fat liquefaction and absorption rate, and reduce the occurrence of fat necrosis and adhesion. Let the operation effect is better, and can rule the growth of adipose tissue, shape the perfect chest shape. After that, the whole team began to study the effects of non-surgical tissue dilators with constant negative pressure on the chest, and found surprising results through 20 years of research. Not only did non-surgical tissue dilators with constant negative pressure have a good effect before and after autologous fat surgery, but they also found that as long as the breast cells of women can expand and regenerate after constant negative pressure traction for a long enough time, it's like keeping traction long enough to redirect tissue growth after fracture surgery. In addition, at the same time, the American medical team has a lot of papers in this respect to respond to the same effect, the industry sensation, known as the unprecedented scientific vision at a single move to create a new era of breast beauty, its excellent safety is impeccable, after the operation of the worthiest of affirmation and promotion of breast enhancement method.

3. Theoretical Basis

3.1. Principle of Tissue Growth

When the body is exposed to a mild, persistent strain, it will grow and produce new healthy tissue. Tension, or some degree of pulling, will work to the cell's advantage. This is a normal mechanism. Besides, as our bodies grow from babies to adults, our bones develop on the vertical axis and pull on the soft tissues around them (Brand, 2010). This ability to grow tissue in response to tension has been extensively studied in various types of human tissue, including skin, bone, nerve, muscle, visceral, cardiovascular and lung tissue. It turns out that larger, heavier breasts grow downward over time under constant gravity. Instead of this unilateral downward growth, the Stwics device uses full traction to generate new tissue in the breast.

3.2. Relations between Tissue Growth and Tension

When the cells of the body are constantly under the influence of a mechanical force, they have the ability to feel those forces and adapt to them. The process involves several rigorous biochemical mechanisms, namely, growth factors, skeletal cell components, and protein kinases. Under the tension of Stwics, the cells in the breast proliferate and eventually reach a normal balance with breast growth (Unger-Saldana, 2011). During the time the patient wears the Stwics bra, the cells are under a slight constant tension. So, breast tissue can grow. It is important to note that not all sustained tension can cause cell growth. Excessive tension can damage cell walls and protein kinases, stopping cell growth and causing apoptosis (Draper, 1971). Only moderate, constant, continuous tension is beneficial to cell growth.

Studies show that it takes about 10 years for a woman's breasts to mature naturally. The Stwics device uses a process that transcends nature. Our study suggests that continuous treatment of 4 to 8 hours a day for at least 8 to 20 weeks will result in some cup growth in the breast, as it takes time for the

cells to grow to gradually form new tissue. In fact, when individuals wear Stwics, the rapid and visible breast enlargement that occurs early on is almost entirely reversible swelling. True tissue growth does not begin until the cells have been stimulated by sufficient tension for a long time.

4. Experiment of Stwics Brassiere

4.1. Research Subjects

The inventors of Stwics, which uses non-invasive external force to stimulate the growth of breast tissue using this principle. The Stwics device uses constant negative pressure to create three-dimensional traction on breast tissue, allowing it to grow slowly and naturally during treatment. Through 20 years of research, the whole team discovered the influence of constant negative pressure tissue non-surgical tissue expander on the chest, and developed Stwics non-surgical breast shaping brassiere. To test the effects of Stwics, the research team studied the effects of regular Stwics on three random groups of people: rapid responders, moderate responders, and slow responders.

4.2. Research Data

The Stwics device uses constant negative pressure to create three-dimensional traction on breast tissue, allowing it to grow slowly and naturally during treatment. The results showed that women who wore Stwics for 4-8 hours a day for 8 weeks increased their breast volume by an average of 50-100cc. That's about the size of a cup. In addition, women who wore them for 10 weeks increased their breast volume by an average of 60-120cc. This is the result of natural, healthy breast growth. Users can maintain the effect for at least 2 years after discontinuing the Stwics device. A second clinical study confirmed these results. Participants in different situations produce different effects

4.2.1. Rapid Responders

The women experienced immediate chest changes after wearing Stwics. Their breasts grow rapidly. They usually have enlarged breasts during pregnancy and dramatically reduced breasts after childbirth. Their breasts sagged a little from the loose skin. According to the rebound theory, they will bounce back a lot.

4.2.2. Moderate Responders

The women had a noticeable change when they first started wearing Stwics. Slow, sustained growth followed. By the end of weeks 8-20, their breasts had grown by an average of 100cc as they followed a non-stop eight-hour daily routine.

4.2.3. Slow Responders

The women showed no significant changes in the first few weeks of wearing them. These women have small, tight breasts. Breast growth is minimal during wearing. However, once they stop wearing it, it fades quickly. According to rebound reasoning, they have a very small range of rebound. Although they are worn daily, the amount of tissue added is small, and their growth curve always fails to exceed the base line of the breast. These women need to spend more time wearing them. It is recommended to wear them for at least 4-8 hours a day. It takes at least 8 to 20 weeks for their breasts to increase by 100cc.

4.3. Research Results

It is medically proven that people react differently to what they are given. Everyone has different reactions to the same

dose of clothing, and different doses will have different effects in different people. According to the Stwics team, there are three typical reactions among users of Stwics devices. During 4-8 hours of daily wear, tension induces gradual enlargement of breast tissue. During the next 14 hours of non-wearing, the reversible edema gradually subsided, while a small amount of residual real tissue growth remained. On the second day, repeat the wear, with each cycle adding the wear effect. Worn over a long period of time, over and over again every day, the result is a jagged pattern.

Breast volume increases rapidly during the first phase of Stwics treatment (1-6 weeks). At this point, the volume increase consists of two components: actual tissue growth and edema that will subside. During the entire wearing period, volume increases include tissue growth (real tissue growth) and swelling (visible breast growth). However, the volume changes seen in the early stages are due to edema rather than actual tissue growth.

However, after Stwics continued to be used by participants at weeks 6-10, true tissue growth occurred, accounting for a significant proportion of the volume increase. After 10 weeks, for the first few days, there will be a slight reduction in breast volume. At this point the breast swelling is naturally subsiding. At the end of the second week after treatment, when the swelling had subsided, the breast volume was the regenerated breast after the tissue cells had expanded, which was what the participant achieved with the Stwics system, and it continued. These results can only be achieved if constant negative pressure suitable for self-absorption is applied and an uninterrupted treatment cycle is maintained (e.g., 4-8 hours per day for at least 8-20 weeks). If you can't keep it on for 4 to 8 hours, the treatment cycle will need to be increased.

5. Suggestions of Using Stwics

5.1. Target Users

Individuals who have undergone autologous fat transplantation for breast enhancement may use Stwics after surgery. It is used after surgery by individuals who have had surgery for breast cancer. Women who are not satisfied with the size of their breasts as they mature physically. Women whose left and right breasts are not the same size (this condition only needs to be worn on the small side of the chest). Women who are dissatisfied with the appearance of their breasts (e.g., poor shape, expansion, increased accessory milk). A woman with sagging breasts after nursing. Women who need to increase breast elasticity and space before breast surgery, etc.

5.2. Recommend Using Time

For pregnant women, Stwics can be used 3-6 months after giving birth if they do not breastfeed. If breastfeeding, individuals may use Stwics 3 months after they stop breastfeeding. Stwics can be used 6 months after the individual has ceased lactating if the individual has lactating condition. For patients with bilateral asymmetry or depressed nipples, Stwics should not be used until 6 months after surgery when an individual has undergone non-autologous lipoexy or mammoplasty. Stwics may not be used until 3 months after an individual's breast prosthesis has been removed. When an individual has a breast biopsy, Stwics can only be used 3 months after the biopsy. When individuals undergo breast cyst aspiration, Stwics should not be used until 1 month after aspiration.

Users of the Stwics system should commit to wearing it for 4-8 hours a day for at least 8 consecutive weeks and will receive an average increase of 100cc. Every woman who follows the treatment plan will have plump and straight breasts due to the growth of natural breast tissue. The main issue is whether to stick to wearing it for eight hours a day, as it may interfere with a person's social life and communication. In our experience, most women have to stow for 15-20 weeks to get 10 weeks of benefit. In women with mild and moderate breast ptosis, the Stwics device can not only promote the growth and filling of breast tissue, but also lift some breast tissue. This is because of sagging breasts, the outer skin of which has been stretched. The Stwics device acts directly on breast tissue through loose skin, encouraging it to grow

5.3. Matters Need Attention

The materials in contact with the skin in the Stwics device are anti-allergy materials and have been tested for prolonged skin contact. But the team still advises users to do a good job of daily skin care. If you experience discomfort, pain, swelling, skin irritation, redness or itching, discontinue use or contact your medical advisor. Spheres should not be punctured, cut or placed in extremely high or low temperatures. Do not place it in the trunk of a summer car to prevent system damage. If the user finds that the distance between the nipple and the inner wall of the sphere is too small, please stop using or contact the Stwics professional medical consultant immediately. The user may need to customize a larger sphere. This product is designed to be worn comfortably. If you experience any discomfort during use, please remove the device and contact Stwics customer service.

5.4. Product Effect

Adnan Aydiner (2022) claims that women who use Stwics after breast surgery can increase the blood supply to an individual's chest fat, allowing it to grow better. In addition, Stwics can pull fat cells and reduce the death and absorption of fat cells. Furthermore, Stwics can reduce the pressure of skin and muscle on new fat, reduce fat absorption and facilitate fat growth.

The use or absence of Stwics after surgery directly affects the operative effect. The effect varies by about half. The use of autologous fat before surgery can expand the capacity, reduce subcutaneous pressure, increase the capacity that can be filled during surgery, reduce the pressure of skin and muscle on fat after surgery, and facilitate the growth of fat. Appropriate amount of constant negative pressure can increase the supply of oxygen and nutrients to the capillaries of the chest, better repair and create capillaries for the new fat cells, which is conducive to the growth of the transplanted fat cells, and the growth rate is faster than that without the use of constant negative pressure non-surgical breast shaping system. Its principle has been scientifically demonstrated and has been used for 30 years in other reconstructive treatments, including tissue dilation, limb lengthening and breast reconstruction. In post-mastectomy reconstruction, the surgeon inserts a tissue dilator under the remaining breast tissue and gradually expands it to create internal tension to meet the need for tissue growth during reconstruction. This slight, constant tension induces tissue growth.

6. Conclusion

Stwics Breast Enhancement and Shaping Device is currently the only scientifically proven non-surgical method

of breast enhancement. Stwics devices stimulate natural breast growth without drugs, creams or implants. The result is the growth of the user's own breast tissue, which makes the breasts bigger and straighter. The device works like a regular sports bra. Its principle has been scientifically demonstrated and has been used for 30 years in other reconstructive treatments, including tissue dilation, limb lengthening and breast reconstruction. In post-mastectomy reconstruction, the surgeon inserts a tissue dilator under the remaining breast tissue and gradually expands it to create internal tension to meet the need for tissue growth during reconstruction. This slight, constant tension induces tissue growth. The inventors of Stwics, which uses non-invasive external force to stimulate the growth of breast tissue using this principle.

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