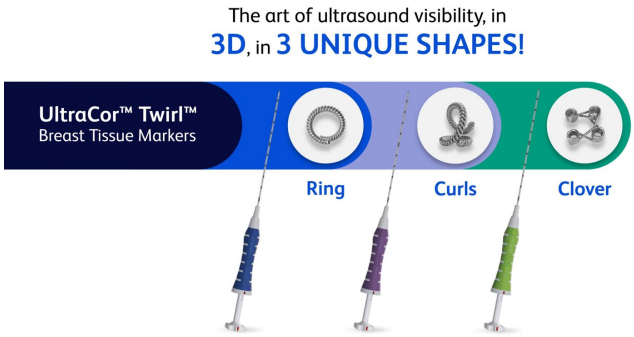
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BD introduces UltraCorâ?¢ Twirlâ?¢ breast tissue markers in India

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BD advances breast intervention practices through clinical collaboration, education, and innovation



BD (Becton, Dickinson and Company) has introduced the UltraCor™ Twirl™ Breast Tissue Markers in India. Designed for enhanced stability and precise placement, the Twirl™ marker supports improved procedural confidence through reduced

migration risk and visibility across ultrasound, mammography, and MRI. The marker is expected to support healthcare providers in delivering advanced minimally invasive breast care while helping optimise treatment planning and follow-up pathways.

The UltraCor™ Twirl™ Breast Tissue Markers are now available across India, with BD teams supporting healthcare providers through trainings and clinical education programs.

Education remains a key pillar of BD's commitment to advancing breast cancer management. To support knowledge exchange and promote evolving best practices in breast interventions, BD organised a multi-city educational program for Interventional Radiologists, Surgical Oncologists, and Gynecologists across India. The initiative focused on increasing awareness and clinical understanding of Vacuum-Assisted Excision (VAE) technology and breast tissue marker utilization in contemporary breast cancer management.

Breast tissue markers are implanted during or after a biopsy to mark the location of suspicious lesions. They facilitate accurate future localisation for surgery, imaging follow-up, and treatment planning, particularly when lesions are no longer visible post-procedure. With the increasing adoption of minimally invasive breast procedures and Vacuum-Assisted Excision (VAE) techniques, precise lesion localisation has become increasingly important.