
**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**

Washington, DC 20549

FORM 8-K

**CURRENT REPORT
Pursuant to Section 13 or 15(d) of the
Securities Exchange Act of 1934**

Date of Report (Date of Earliest Event Reported): **August 27, 2015**

SIENTRA, INC.

(Exact Name of Registrant as Specified in Its Charter)

Delaware
(State or Other Jurisdiction
of Incorporation)

001-36709
(Commission
File Number)

20-5551000
(IRS Employer
Identification No.)

**420 South Fairview Avenue, Suite 200
Santa Barbara, CA 93117**
(Address of Principal Executive Offices and Zip Code)

(805) 562-3500
(Registrant's Telephone Number, Including Area Code)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
 - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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Item 8.01. Other Events.

On August 27, 2015, Sientra, Inc. (the “*Company*”) issued a press release announcing that that it is launching a new implant, the Style 107, a smooth round breast implant integrating High-Strength Cohesive HSC+ gel, the Company’s most cohesive silicone gel which until now was only available in anatomically shaped implants. The Company also announced the launch of The Orange Dot campaign on RealSelf.com, the largest online consumer resource for breast augmentation. A copy of the press release is furnished as Exhibit 99.1 and is incorporated herein by reference.

This information contained or incorporated herein, including the press release furnished as Exhibit 99.1, is being furnished, shall not be deemed “filed” for purposes of Section 18 of the Securities Exchange Act of 1934, as amended, or otherwise subject to the liabilities of that section, and shall not be deemed to be incorporated by reference into any of the Company’s filings, whether made before or after the date hereof, regardless of any general incorporation language in any such filing.

Item 9.01. Financial Statements and Exhibits.

(d) Exhibits

<u>Exhibit No.</u>	<u>Description</u>
99.1	Press release, dated August 27, 2015, entitled “Sientra Launches First-in-Kind 5 th Generation Round Breast Implants.”

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereto duly authorized.

SIENTRA, INC.

Dated: August 27, 2015

By: /s/ Joel Smith
Joel Smith
General Counsel, Secretary and Chief Compliance Officer

INDEX TO EXHIBITS

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Sientra® Launches First-in-Kind 5th Generation Round Breast Implant

- Innovative round Style 107 implant incorporates high-strength cohesive gel (HSC+) previously available only in Sientra's shaped implants
- Provides novel solution to address certain challenges in breast surgery
- Company also initiates The Orange Dot™ exclusive consumer on-line awareness and education campaign on RealSelf

Santa Barbara, CA — August 27, 2015 — Sientra, Inc. (NASDAQ: SIEN), a medical aesthetics company, today announced the launch of its newest implant, the Style 107 — an innovative smooth round breast implant integrating High-Strength Cohesive HSC+ gel, the Company's most cohesive silicone gel, which until now was only available in its anatomically shaped implants.

With the 107 introduction, Sientra becomes the first and only company in the United States to incorporate HSC+ silicone gel into a 5th generation round breast implant. The 107 provides enhanced round shape retention and is designed to minimize wrinkling and rippling, delivering features previously only available in shaped implants. This innovation offers plastic surgeons an additional option to treat traditionally more challenging aesthetic cases such as revision procedures. It will be made available by the Company through a controlled launch starting September 1, 2015.

Hani Zeini, President and CEO, said, "We are very pleased to offer this innovative new solution, broadening our product portfolio and furthering our commitment to board-certified plastic surgeons. We plan to launch the 107 through a measured market introduction through the remainder of 2015, as our PSCs educate surgeons on this new option and familiarize surgeons with its key features."

The Company also announced the launch of The Orange Dot campaign on RealSelf, the largest online consumer resource for breast augmentation. The Orange Dot campaign is arguably the first consumer initiative of its kind, elevating the significance of the extensive training undergone by board-certified plastic surgeons. The campaign features Sientra plastic surgeons, and highlights the importance of patients researching and making the most appropriate, informed surgeon choice.

About Sientra

Headquartered in Santa Barbara, California, Sientra is a medical aesthetics company committed to making a difference in patients' lives by enhancing their body image, growing their self-esteem and restoring their confidence. The Company was founded to provide greater choice to board-certified plastic surgeons and patients in need of medical aesthetics products. The Company has developed a broad portfolio of products with technologically differentiated characteristics, supported by independent laboratory testing and strong clinical trial outcomes. The Company sells its breast implants and breast tissue expanders exclusively to board-certified and board-admissible plastic surgeons and tailors its customer service offerings to their specific needs. The Company also offers a range of other aesthetic and specialty products.

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