

NEED A LIFT?

OVERBRA BY BIFLEX

Whether it's just a regular day or a special occasion like a prom, a wedding or a grand reception, looking and feeling as good as she can is high on a woman's list. Now, with the arrival of the new super-comfortable shape-enhancing OverBra collection from Biflex, the target has moved closer. From now on, women of all ages can slip into one of four extraordinarily comfortable styles and look taller, svelter and more enticingly curvaceous than they ever dreamed they could. Put an OverBra together with any bra in their wardrobe and they're all set. Even travel is made easy with one product that makes any bra a push up and every outfit look better!

"Our new OverBra collection delivers something genuinely new in a sector that's really hot right now," says Debby Long Gedney, President of Biflex Intimates Group. "Demand for shape-enhancing garments has grown at over twice the rate of the intimates market as a whole in the last five years—and nothing in the marketplace matches the ability of OverBra's breakthrough comfort technology to accentuate a female's assets, boost the performance of her regular bra, and improve her shape."

Each version of the technologically-advanced, patent pending OverBra produces a more distinctly defined, visibly discernible cleavage and an enhanced overall look and shape for the bust—while smoothing and flattening any bulges at the underarms and back created by the ordinary bra beneath it. In all OverBra styles, a special lamination process of layers of soft micro-fiber fabric sandwiches an inner core of cushy foam to produce bra sections of remarkable softness, pliability, strength, and comfort. The longer Body-Shaper style, with Biflex's exclusive BreezyMesh Comfort Fabric™ for breathability and stretch in their back panels, extend the shaping and contouring down the body, flattening the



DEBBY LONG GEDNEY

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tummy, controlling the midriff, and cinching the waistline. Flat seams and minimal stitching provide the finishing touch on a perfect product.

"The OverBra totally lives up to its promise, helping women look great and feel youthful and confident – it even improves the wearer's posture with its racerback strap design," says Gedney. "There are none of the normal bra size problems, and because OverBras can be worn over the top of any existing bra in a host of different situations, the value is fantastic. Women can buy OverBras with confidence, and even buy them for their friends! They are perfect for every day, and ideal for big occasions when a woman wants to feel on top of the world. They're ideal for travel, too, as one OverBra can take the place of a whole range of other undergarments and bras. And once they get them on, they will be delighted with the change in how they feel."

The OverBra collection includes four superb-quality, competitively-priced models that will appeal to women of all ages and work with any type or style of bra in their wardrobes, in sizes small, medium, large and extra large: 4600 OverBra; 4601 Body-Shaper Midriff OverBra; 4602 Body-Shaper Longline OverBra; and 4603 Body-Shaper Slip OverBra. All are available in classic black and nude, while the OverBra and Midriff OverBra come in a contemporary and very flattering shade of pink, as well. This great product has already debuted at JCPenney and will further be expanded into additional retailers and venues. *fas*

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