

...for women's special needs

GO FOR THE PERFECT FIT...

It's More Than Just Getting Measured

THE PERFECT FIT



*W*omen's Health Boutique can help you with beautiful bras and the perfect fit. Ask yourself these questions.

- Does the back of my bra ride up?
- Do I tug on my bra often?
- Do my shoulder straps dig in and leave impressions?
- Do I have red marks around the band or on my shoulders?
- Do the straps fall off my shoulders?
- Do I have pain in my shoulders, neck or back?
- Do I have wrinkles at the top of my cups?
- **Am I** bulging out of the top of the cups or is breast tissue pushed under my arm?
- Do I need support, but find **underwires** uncomfortable?
- When exercising, do my breasts bounce or hurt?

The fact is, 8 out of 10 women are wearing the wrong size bra.

How important can a bra be? The bra is the most important item of clothing a woman puts on in the morning. A great fitting bra that provides the proper support can enhance your appearance and your attitude. In some cases, having a properly fitted bra can make you look like you just lost 10 pounds. Are my breasts doomed to sag? Obviously, you want to preserve the round shape and firmness of your breasts. Ligaments connect the breasts to the muscles of the chest wall. These ligaments will lose elasticity with age, causing some sagging. However, other factors can contribute to the "sagging" of your breasts such as pregnancy, birth control pills, hormone therapy, being overweight, a sudden loss of weight, going braless, wearing an incorrectly fitted bra or having naturally large breasts.

Can a poorly fitted bra lead to health problems? Throughout a woman's life her breasts are affected by that insidious enemy, gravity. Without proper support, the ligaments can stretch leading to prolonged sagging. In some women the nutrient-rich blood flow can be impeded and the lymphatic system that carries toxic products from the breast cannot function as efficiently. Some women have experienced headaches, neck pain, back strain, and indentations in their shoulders because the weight of the breast wasn't properly distributed. With the right fit you can enhance your attractiveness and comfort while avoiding the ill-effects a poor fitting bra can have on your health and well-being.

What should I look for in a professional bra fitting? Look for a store with **warm**, friendly, certified fitters. The store should offer a beautiful ambiance and private fitting rooms. Your fitter should be able to teach you about proper fitting and how to correctly wear your bra to get the proper support. She should be knowledgeable about what bra styles work well with each woman's unique body.

Come in today for a free consultation and enjoy the "Women's Health Boutique Experience."

