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Cup couture

01-Oct-09 22:24 | [Jessica Green](#) (administrator)



I'm always up for a new and noteworthy over-the-shoulder-boulder-holder and what better time to talk about our strappy sidekicks than **October**—especially as some studies point to possible links between bra use and breast health. (It's worth mentioning that most North American women will go a lifetime wearing ill-fitted bras).



Board-certified radiologist **Dr. Marla Lander** answered the call and developed The Wellness Bra, which she describes as “the proper equipment to optimize exercise and to provide adequate protection of the participant.” All that without the dreaded uni-boob. Her words. Meet Dr. Marla and her creation at www.youtube.com/watch?v=JAou-RYNmcM.

What it is: An adjustable, breathable alternative to the compression bra. (You know, that go-to pancake maker from 1992 that you just can't part with.)

What it does: A patented Pro-Lift System holds the ladies in place using the “Sling,” which works to protect the areola and nipple without compromising support.

Added features: Padded side ribs and shoulder straps, adjustable cup height and a moisture-wicking fabrication.

Final verdict: Ultra-comfy with impressive lift and support. Great for a brisk jaunt and surprisingly passable under a shirt for casual wear. Fashionable function at its finest! Plus, a portion of profits will go to breast cancer research and education.

Availability: Sizes 32B to 40DD. Select from black or white, \$30. The bra will launch mid-October exclusively at **Rexall** drugstores.

Once in a blue lagoon, I come across a product so brilliant that it makes me immediately think, “I could have come up with that.” Of course if that were the case I'd be eastbound over the Atlantic on a chartered jet. Or at least in business class where a gal doesn't have to feign chronic bladder troubles to get some leg action.



Andrea Clair, president of Wink Intimates and inventor of the **9to5 bra**, took a daily concern among women and revolutionized it. Now, you can love the plunging neckline without a fear of what I like to call “skankdom.”

What it is: A regular bra disguised with a tiny bit of extra fabric to give a camisole effect.

What it does: Eliminates the bulk of modesty pieces while ensuring excess cleavage is boardroom-approved.

Added features: Adjustable shoulder straps, underwire and soft microfibre cups.

Final verdict: Show me the boardroom!

Availability: Sizes 32 B to 38 E. Select from black, white, buff, chocolate, “Looks Like Lace” and floral, \$139, www.winkintimates.com



This last company is near and dear to my heart, both literally and figuratively. And I'm talking about it last because anyone who knows me and my athletic-wear quirks is well-acquainted with **Moving Comfort's** Fiona bra and my ongoing love affair with the garment. In fact, I probably talk about this little powerhouse more than my cousin talks about her firstborn.

What it is: A high-performance sports bra that limits up-and-down movement without creating a boob loaf.

What it does: Promotes support and comfort for everything from cross-training to hang-gliding.

Added features: Carefully placed seams, easy adjustability, plush-backed hooks and DriLayer, a fabric that keeps moisture at bay.

Final verdict: Need I go on?

Availability: Moving Comfort bras are available in a host of styles, sizes, colours and prices (A to E). www.movingcomfort.com

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