



JJ Virgin's

LEANzine

JJ Recommends:

Dr. Marla Lander's Amazing Wellness Bra

In honor of the final week of Breast Cancer Awareness month, I want to share with you my absolute favorite bra in the world, developed by my good friend Marla. The benefits of this bra are many, but I have to say, the reason I love it is that it is TRULY comfortable.

Here are some of the many benefits of this bra:

1. **The Sling System for Protection and Support of the Breasts:** Traditional sports bras rely on compression to immobilize breast tissue during activity. Dr. Marla's Wellness Bra provides superior support by gently cupping and holding the breast without compression. Compression can create discomfort and promote chest wall splinting (reduced lung expansion during high demand exercise.) Dr. Marla's Wellness Bra decreases jarring and tugging forces on breast tissue that can stress, stretch, and break delicate breast tissue during exercise. The sling is crescent shaped to protect the areola and nipple still providing support.
2. **Padded Side Ribs:** This aids the bra in staying in place and minimizes lateral rotation during strenuous excursions or repetitive movements.
3. **Comfort:** The sling is lined for comfort. The shoulder straps are padded. The bra material wicks away sweat to protect the skin from irritation during activities. The bra was designed for comfort; some of the most enthusiastic prototype testers were nurses with full figures, who were on their feet for 12 hour shifts and experienced support and decreased shoulder and back pain while wearing Dr. Marla's Wellness Bra.
4. **Figure Enhancement:** Without compression, the woman's shape is maintained and enhanced. No need to compromise fashion for function. A woman can feel good and look good during a wide variety of activities.
5. **Symmetry:** A significant proportion of the population has asymmetric breast sizes. Dr. Marla's Wellness Bra aids in equalizing the appearance of the breasts. This is possible because the bra cups and their supports are laterally independent and



can be individualized by adjusting cup height tension and the amount of breast tissue pulled through the triangle, in order to compensate for natural differences in each breast.

6. Versatility: Great for nursing moms who want to exercise since there is easy access for breast feeding without the necessity of removing the bra.
7. Special Structural Features Reviewed:
 - Rigid but comfortable / padded shoulder straps for vertical lift.
 - Triangular open frame surrounds each breast circumferentially for support.
 - Crescent sling for gentle but unyielding support underneath the breast, to counteract the force of gravity.
 - Variable cup height adjustment for support beneath the breast, to counteract the force of gravity.
 - Prominent pink ribbon to remind you of your partnership with JCPenney and Women Supporting Women to fight breast cancer in a meaningful way.

[Read more about the Wellness Bra and order yours today!](#)

About Dr. Marla Lander

Dr. Marla Lander, M.D., a leading breast imaging and cancer diagnosis specialist, has introduced a new concept wellness bra for today's active woman. Significantly, a portion of the profits will go to breast cancer research and education.

Dr. Marla's Wellness Bra is engineered to provide compression free support, allowing for an enhanced natural lift. It is designed to protect connective tissue and optimize sports performance and comfort.

Using the patent pending Pro-Lift System™, the bra emphasizes comfort, shape enhancement, and compression-free support and is highly adjustable for the best possible fit.



To learn more or to hear from Dr. Lander about the benefits of Dr. Marla's Wellness Bra, simply click to www.wswfashion.org.

© 2009 JJ Virgin & Associates, Inc. **JJ Virgin, PHD, CNS** is a celebrity wellness expert, author, public speaker and media personality. She is internationally recognized as the leader of the Weight Loss Resistance Revolution™ and trains other health care professionals in her program. She is the president of the National Association of Nutrition Professionals, www.nanp.org.

If you are frustrated with your body and feel like nothing you are doing is working, take her free quiz "**Are You Weight Loss Resistant?**" at www.jjvirgin.com and receive her monthly *LEANzine* loaded with insider information on fighting fat and getting lean for life!