

Dr. Marla's Wellness Bra



Sep 01, 2009 13:37 ET

Dr. Marla's Wellness Bra Launches to Benefit Breast Cancer Research

RANCHO MIRAGE, CALIFORNIA--(Marketwire - Sept. 1, 2009) -

There is a video associated with this release.

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.

"As an active woman and as a physician treating breast disease, I see far too many women who come into the clinic complaining about how tight their sports bras are around their chests, how they often do not provide adequate support, and how their resulting appearance is unflattering and makes them feel self-conscious. This made me realize there is a tremendous need for an exercise bra that really works. That led me to design a bra that features a patented 'sling' system, which allows for activity while still maintaining support with a natural fit," Dr. Lander said. "It wicks away moisture and is comfortable to wear all day. At the same time, this is a way for women to make a difference in the fight against cancer, since a percentage of the profits will go to breast cancer education and research."

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

The bra is available online at [JCPenney.com](#) effective immediately and will launch in-store with an event at JCPenney, Manhattan in mid-October during Breast Cancer Awareness Month. It will then be available in their stores across the country.

In Canada, the bra will launch in-store mid-October and will be available exclusively at [Rexall](#) drug stores.

To learn more or to hear from Dr. Lander about the benefits of Dr. Marla's Wellness Bra, simply click to [here](#).

To view the video associated with this release, please visit the link here: www.youtube.com/watch?v=JAou-RYNmCM.

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[Back](#)

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