

FITNESS MADE EASIER

Being On Your Best Form Starts With Support

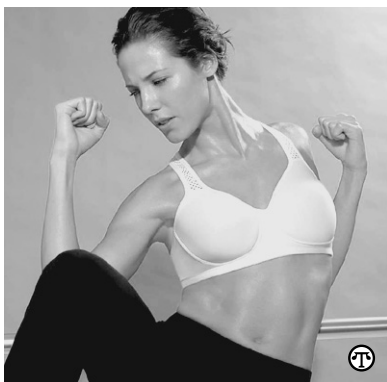
(NAPSA)—When it comes to getting in shape, women need support and getting that support can mean more than having the right sneakers. According to a recent survey by Leflein Associates, Inc., at least 63 percent of American women resolve to get in shape for the New Year and work on sculpting a “new you”—with 20 percent preferring to sweat through higher impact activities such as aerobics, dancing and spinning.

Working out—whether it is vigorous exercise or simply taking a stroll—can be tough on a woman’s body, resulting in major discomfort and soreness. Up to 56 percent of women have experienced breast discomfort while exercising or playing sports. Breast movement, which is one of the causes of premature sagging, can be reduced by over 50 percent just by wearing a high performance, “bounce control” sports bra, such as those made by Bestform.

The higher the impact, the more important it is to find the right sports bras. Since looking good is an important part of feeling good, women don’t want to settle for sports bras that are uncomfortable or flatten breasts.

Nearly 8 in 10 women agree that comfort is the most important sports bra feature. Women also agree that sports bras need bounce control (58 percent) to give them the best support and 57 percent want these comfort features for an affordable price.

Fortunately, a growing awareness of the benefits of fitness have resulted in more selection and a variety in sports bras. There’s no need to settle when choosing a sports bra and these tips may help you find just the solution to help you get in shape:



“Bounce control” technology in sports bras can provide the support women need to succeed in high-impact sports.

- Don’t choose a bra that provides support by compression, with elastic fabric that flattens breasts against the body.
- Do look for “bounce control” technology. For example, in the Bestform High Performance Sports Bra series, each bra delivers full frame support to minimize bounce even in high impact workouts.
- Don’t want to twist and contort to get into your sport bra? Look for one with back or front hooks for easy access.
- Do explore a line of bras that offers you lots of options. For example, Bestform High Performance Sports Bras come in sizes from 34B to 42D and in a palette of colors such as white, black, navy, Calypso Lime, Strawberry Crush, Caribe Rose, Violet Puff, Lavender Fiesta and Bachelor Blue.

That’s good news for the 41 percent of women who long for more variety in sports bras. Styles even come in underwire and hidden underwire.

For more information, visit www.bestformintimates.com.