

### Gel Technology Helps Women Shoulder Stress

(NAPSA)—When it comes to comfort, new ideas and innovative technology are starting to gel.

Previously used in athletic shoes to cushion feet against high-impact workouts, gel is now being used in bras—to relieve the shoulder strain and pressure often experienced by fuller-busted women.

The average cup size for a woman today is a C, up from a B, making comfortable support a major health and wellness priority. Breast tissue alone can weigh between 5-7 pounds for a B cup to 15-23 pounds for a D cup.

“The No. 1 complaint that plus-size women have about their bras is the strain and pressure on their shoulders,” said Amy Wilder of Just My Size, an apparel company dedicated to meeting the needs of plus-size women.

The company’s gel-strap bras range in size from 42B to 48DD. In 2003, the brand introduced two gel-strap styles—a soft-cup and an underwire bra—both featuring sleek, gel-infused straps that reduce shoulder pressure and strain without adding bulk.

Playtex adds a new twist with the launch of its Gel Comfort underwire bra. The gel is encased around the underwire to prevent digging and poking.

“Underwire bras provide unparalleled support. However, some women, especially those with a fuller figure, find the traditional wire too uncomfortable. So we’ve added the cushion of gel for unbelievable comfort,” said Tolli Love of Playtex. The company’s 18-Hour Gel Comfort underwire bra is available in sizes 36B to 48DD.

The Bali Company is credited with marrying gel technology with



**Some of today’s popular bras feature gel technology to reduce strain and improve comfort.**

intimate apparel when it introduced its Shoulder Spa collection in Spring 2002. With a coating of soft gel inside ergonomically designed S-shaped straps, Shoulder Spa was the first of its kind on the intimate apparel market. The bras are shaped to hug and cushion a woman’s shoulder area.

While comfort is the main benefit of the gel-cushioned straps and underwires, it does not mean giving up style and elegance. Bali has expanded its gel collection to include an array of colors and prints in addition to a new cotton style.

“Bali listened to women and developed a bra that is supportive, comfortable and beautiful no matter what her size,” said Lisa Boecker of Bali. The Shoulder Spa collection is available in underwire, wire-free and cotton styles in sizes 34C to 42DDD.

For more information, please visit the Web sites for Bali ([www.balicompany.com](http://www.balicompany.com)), Playtex ([www.playtexbras.com](http://www.playtexbras.com)) and Just My Size ([www.justmysize.net](http://www.justmysize.net)).