


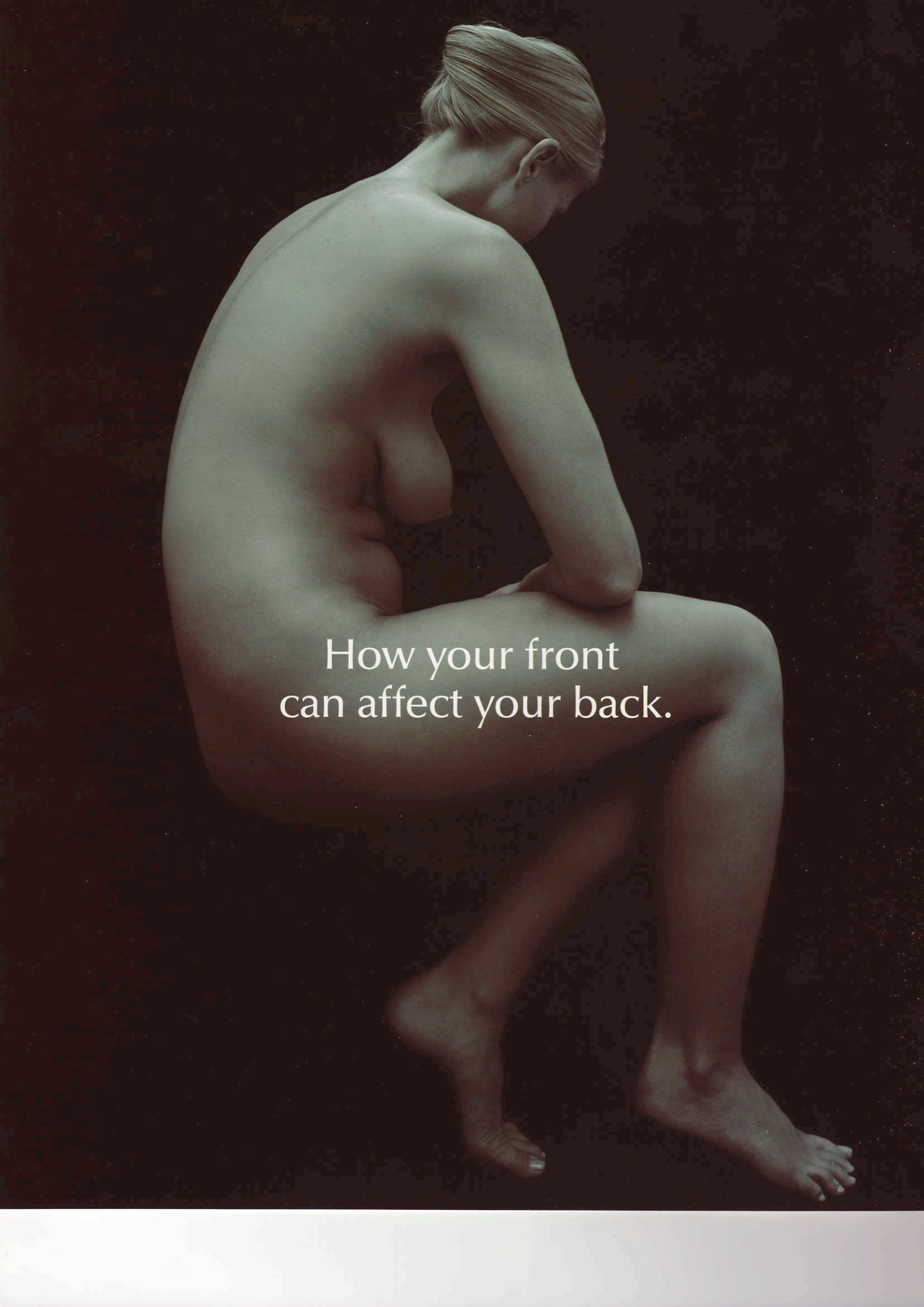
Every body feels good in

*Playtex*<sup>®</sup>

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A close-up photograph of a woman with long, dark hair, smiling warmly at the camera. She is wearing a white, scalloped-edge bra. The background is a plain, light-colored wall. The overall tone is soft and intimate.

Your breasts.  
What every woman  
should know.



How your front  
can affect your back.

An uncomfortable bra isn't just the result of a bad design. It's the result of the designers not understanding the implications of an ill-fitting or poorly supporting bra, and the effect this has on breast health.

As every woman knows breasts have a life of their own. They change size and shape, not just as you age, or during pregnancy and breast feeding, but on a monthly basis, thanks to the menstrual cycle. And the larger the breasts are, the larger the impact of those changes.

**WHEN YOUR  
BREASTS CHANGE, SO  
SHOULD YOUR BRA.**

Did you know that an average B-cup breast weighs around 150-200g, and a D-cup can weigh three times as much? During pregnancy, the weight of the breast can increase by 600 grams, and as much as 800 grams during breast feeding.

And it isn't just an individual's breast size that changes. In general, breast size has been increasing over time. It's hard to believe, but it's estimated that the average breast size has increased one to two cup sizes, in the last 70 years. *TODAY THE AVERAGE BRA SIZE IS A 14C.*



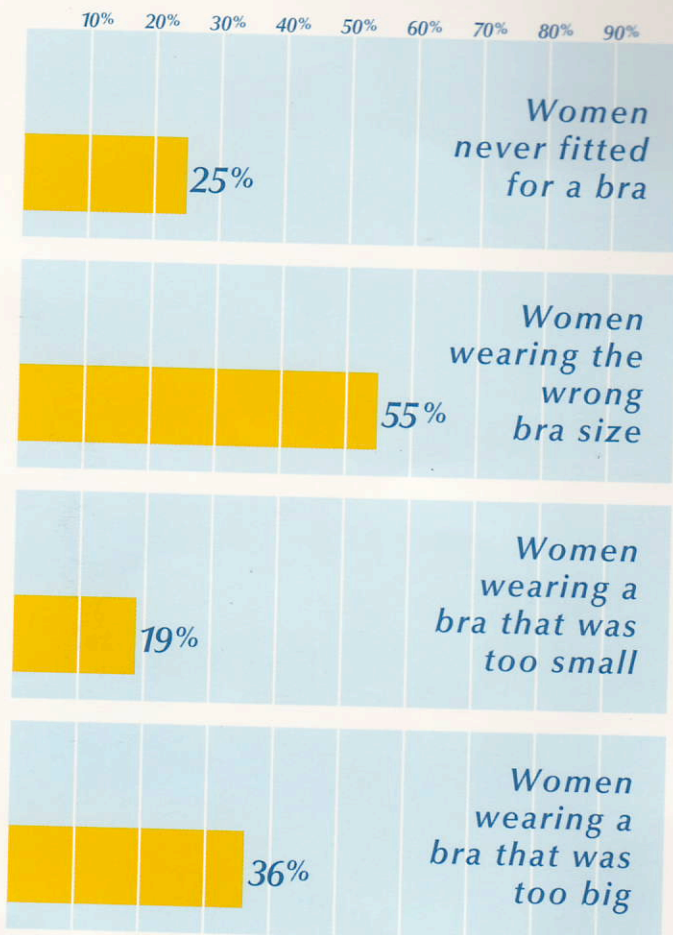
200g

600g

*The difference in weight between an average B cup and D cup.*

**OVER 50% OF  
WOMEN ARE WEARING THE  
WRONG SIZE BRA.**

Are you sure you are wearing the right size bra? The University of Newcastle's "Real Australian Woman" study found that 25% of women had never been fitted for the correct bra size and more than 50% were found to be wearing the wrong size bra. 19% of women were wearing a bra that was too small and 36% had a bra that was too big.



*\*Conducted in 1999.*

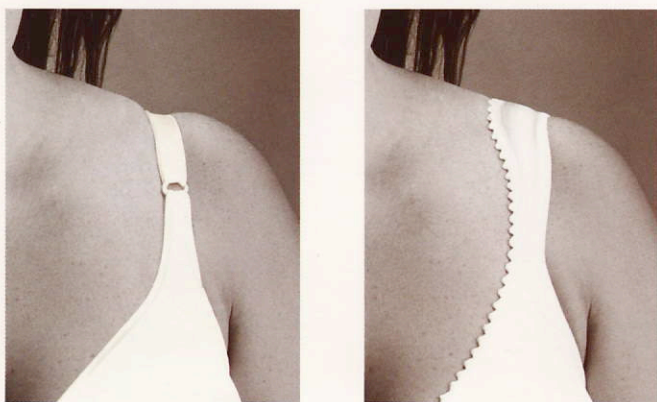
Not great results, especially when you consider most of us wouldn't dream of going a day without wearing one.

Not surprisingly then, it turned out that many women had not been professionally fitted with a bra in the past 5 years. So not only were they not keeping up with changes

in their own breasts, they were also not taking full advantage of the changes in bra design.

What's important is finding a bra that is right for you. Fitting professionals recommend that all women have bra fittings, either annually or when your body changes.

"One of the key aims of the bra, is to get the appropriate uplift and stability. But to do that without straps that cut into the shoulders is a major problem," explains Jane Farwell-Beck, co-author of *Uplift: The Bra in America*.



*Playtex Ultimate straps (on the right) distribute weight across the shoulder.*

Over time the weight carried by the shoulders can translate to back and neck pain, postural problems, unsightly strap-grooves and tingling in the hands from compressed nerves. Surprising isn't it? A lot of women mistakenly think this is stress, but it's actually more to do with the weight on your shoulders than your mind. If you're not wearing the right bra the weight of breasts can become troublesome to say the least. Again, a professional bra fitting is necessary if you're experiencing some of these symptoms.

Chiropractors Association of Australia spokesman, Joe Iran, says surprisingly little research has been done on

what causes this pain. But he says the weight of larger breasts must be taken into account because it changes a woman's centre of gravity.

**AS A WOMAN WITH  
LARGER BREASTS LEANS FORWARD,  
PRESSURE ON THE  
SPINE INCREASES RAPIDLY.**

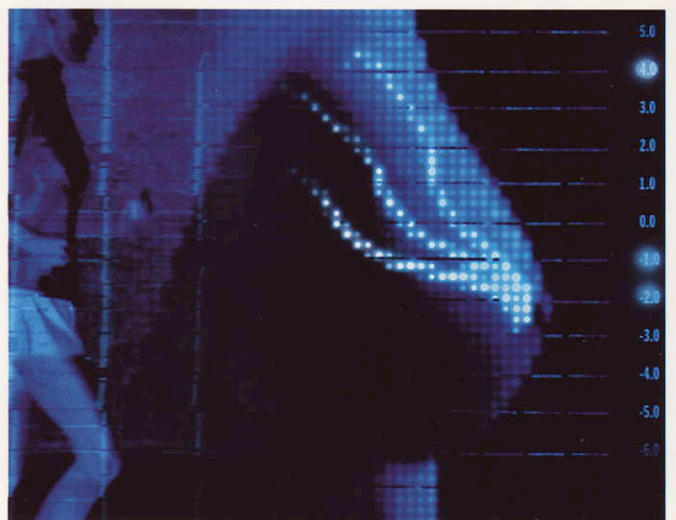
"It would be helpful to have a bra design that distributes weight across the shoulder, without those tiny straps that dig in."

One landmark study, conducted by the Australian Institute of Sport in 1996, found that simply walking without a bra caused breasts to bounce more than 4cm on average.

The more physically active a woman is, the greater the bounce her breasts have to withstand.

**HIGH SUPPORT  
BRAS CUT BOUNCE  
BY OVER 50%.**

The study found that breast bounce and level of pain were both cut dramatically when women wear a bra. But some bras are more supportive than others.



*During exercise, the breast can bounce up to 8cm.*

side straps  
apply pressure

posture problems  
begin here



underwire  
digs  
in here

↑  
uplift  
and stability

Breast weight

B cup 150g*
C cup 300g*
D cup 600g*

\*estimate

Regular underwire bras reduce bounce by 39% while a correctly fitted, high support bra, cuts bounce by over 50%.

We don't know how much motion the breast can sustain before it causes permanent damage. What we do know though, is that the breast has no muscle of its own, it is predominantly made up of tissue and fat.

Therefore, it depends on the skin and the Coopers' ligaments to give it support. The Coopers' ligaments are fibrous tissues like elastic bands - if you pull too far, they'll stretch permanently, and at some point, they'll snap.

The breast cannot be strengthened or shaped with exercise, only with a correctly fitted bra.

**DESIGNING A  
HIGHLY SUPPORTIVE BRA  
IS NOT EASY.**

Playtex designer Adele Kershaw believes creating a bra involves drawing from a wide spectrum of sources and, most vitally, feedback from women themselves.

The "Real Australian Women" survey found almost 70% of women had difficulty finding a bra the right shape for their breasts, and over 60% complained that they couldn't find a bra that was comfortable, supportive and also made her look good.

Adele hears these sorts of problems everyday, and has made it her mission to overcome them. "I constantly test bras I'm designing on women of all shapes and sizes," she says.

Over the years, she has developed a formidable array of secret weapons designed to combine style and comfort with support and control.

**SOME  
GENUINE SUPPORT  
FROM PLAYTEX.**

The result of these efforts is the Playtex Ultimate Bra. The Ultimate Bra features special flexi-tip wires that support under the bust but flex at the under arm with the body, providing maximum support without digging into the skin. "I've seen women with big bruises under their arms from the wire that has dug into their flesh," says Adele.

In addition, Adele has included rubberised rings and slides as replacements for the older style metal rings found on most conventional bra straps. Eliminating as much metal as possible means a more flexible bra which moulds to the body, without irritation and dig-in.

The Playtex Ultimate features a unique mineral oil-filled comfort strap. This unique feature reduces the pressure across the shoulder and hugs the shoulder contour for maximum comfort and no strap slippage.

One of the most remarkable things about the Playtex Ultimate is the virtual absence of stitching at the base of the bra.

"There's no stitching, therefore there's no irritation caused by elastics that cuts into the flesh.

In essence, you get the support of the underband and sideband, but without the digging in!" Adele explains.

Playtex has always led the way in breast health.

If Playtex call a bra the "Ultimate" you can be sure every measure has been taken for the bra to live up to that promise. How does your current bra shape up?