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JOGBRA® INVENTOR TAKES AIM AT BREAST CANCER

BURLINGTON, VT, August 15, 2002 -- It was 1977 when Lisa Lindahl invented the revolutionary Jogbra®, the first athletic bra for women. Today the original Jogbra® is in the Smithsonian Institution Industrial Arts Museum and the Metropolitan Museum of Art's Costume Collection as a "revolutionary piece of women's underwear, circa 1977."

Now Lindahl is trying to bring the same revolutionary spirit to treating women suffering from lymphedema, breast cancer, and related conditions. She is the co-founder of a company called Bellisse™ that will directly aid women by offering products that give relief, support, and comfort to those who suffer from chest and breast lymphedema and related discomforts. Lindahl and Lesli Bell, PT/CLT - LANA have designed The Compressure Comfort™ Bra, a product that specifically addresses the many needs of this population of breast cancer patients.

"I am determined to focus on creating and creativity," Lindahl explained. "Only a business with a *path of the heart* could entice me back into the world of commerce and Lesli Bell showed me that possibility".

Lesli Bell is a physical therapist specializing in lymphatic dysfunction therapy. Bell has owned and operated a thriving outpatient physical therapy clinic for fifteen years in South Burlington, Vermont. For the past five years she has been caring for women suffering from lymphedema, a complication that sometimes follows breast cancer diagnostic procedures, surgery, and treatment. Manual Lymphatic Drainage (MLD) or Complete Decongestive Therapy (CDT) is an effective treatment for reducing lymphedema in the arms and legs, as limbs are most commonly associated with lymphedema.

Following concentrated treatment, medical grade compression garment sleeves or stockings are usually needed lest the lymphedema comes back. "In most cases," Bell says, "if the garments are not worn as directed the lymphedema returns. The basis of my frustration as a therapist is when

lymphedema occurs in the chest wall and soft breast tissue. The number of patients suffering from chest and breast lymphedema is substantial, yet largely under-acknowledged. These patients also need compression to control their chest and breast edema, but are limited in what is available in compression garments. Conventional bras are often very uncomfortable and do not address lymphedema. Women even complain of exacerbated pain caused by conventional bras in the chest and breast.”

Even athletic bras, while offering some degree of compression, are cut incorrectly for the lymphedema patient. The construction tends to be bulky, the garments lack appropriate adjustability, plus they can be difficult to get on and off. These features can actually *increase* discomfort in areas where lymphatic fluid collects.

The Compressure Comfort™ Bra with the Compressure Comfort™ system, was created to directly address patient concerns encountered by physical therapist, Lesli Bell, in her daily practice treating lymphedema patients. The Compressure Comfort™ Bra has been carefully designed to provide a gentle caress of compression over the entire chest and back. This unique and revolutionary product offers comfortable support equally for breasts or prosthesis and eases the discomfort of lymphedemic swelling and tenderness in the chest and breast area. Soft fabrics, wide straps, stretch contour cups, unprecedented adjustability, clean lines and a longer, taller silhouette give comfortable support in a highly functional garment.

“Simply put,” Lindahl explains, “conventional bras are incorrectly designed to deal effectively with the issues created by lymphedema.”

In the ten years since selling Jogbra® (now Champion Jogbra®) Lisa Lindahl has been busy consulting, writing, painting, building a family with her husband, and working tirelessly for the Epilepsy Foundation of America.

Could this be another revolution?

For more information about The Compressure Comfort™ Bra visit www.bellisse.com.

Purchase or distribution inquiries may be directed to 1-877-273-1683.

About Bellisse: Bellisse, (www.bellisse.com) inventor and manufacturer of the Compressure Comfort™ Bra, was co-founded by Lesli Bell, PT/CLT-LANA, a certified lymphedema therapist, and Lisa Lindahl, inventor and designer of the original Jogbra®. The company’s mission is to provide product that offers support and comfort to the hundreds of thousands of women suffering from chest and breast lymphedema. Bellisse, formed as a play on the founders’ names, is derived from words found in the Oxford English Dictionary meaning “beautiful relief from pain.”

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