



For Immediate Release:

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Bellisse™ Presents the Compressure Comfort™ Bra

**Revolutionary product offering comfort and support for chest and breast edema sufferers
is available for immediate delivery**

Burlington, Vermont March 31, 2003..... Lisa Lindahl, inventor of the Jogbra® and Lesli Bell, PT/CLT-LANA, will showcase their new, patent-pending Compressure Comfort™ Bra in the “New Product” section of the Spring Medtrade Conference and Exposition at the Las Vegas Convention Center May 6 through 8, 2003.

“The Compressure Comfort™ Bra has been a “path of the heart” endeavor for us,” said Lisa Lindahl. “When we introduced our product at last summer’s National Lymphedema Network Conference, it was received enthusiastically. Having our product ready for wide distribution is very exciting for us because it offers healthcare providers a way to improve the quality of life of their patients after breast cancer and surgery.”

The Compressure Comfort™ Bra was designed and developed by Lindahl and Bell in direct response to the unmet needs of women with breast and chest edema. It deals effectively with the symptoms caused by lymphedema and other post surgical issues by providing gentle compression in the breast and chest area.

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“A large number of patients in my physical therapy practice are women who have lymphedema, or other post breast cancer issues,” explained Bell. “During the six years that I have specialized in caring for women with lymphedema, I’ve been frustrated at the lack of appropriate compression garments for the chest and breast area. Finally, with the Compressure Comfort™ Bra, I can provide that comfort and support to my patients.”

Key features of the product include

- Compression to decrease the pain and discomfort of swelling of the chest and breast following breast cancer treatment and surgery
- Equally comfortable support for breasts or prostheses
- Soft, comfortable fabrics inside and out to reduce chafing and rubbing
- Wider, adjustable padded straps
- Longer silhouette designed to be non-restrictive to lymphatic drainage channels of the trunk
- Unprecedented adjustability with front and back closures
- Back closure has 3-position adjustability to adapt to changing needs
- Attractive shape that can be worn comfortably and unobtrusively under clothing

The Compressure Comfort™ Bra is now available by calling 1-877-273-1683. Dealer inquiries are welcome.

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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