



**For Immediate Release:**

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## **The Other Side of Breast Cancer**

**New *Compressure Comfort*™ Bra Improves Quality of Life**

**For Post -Treatment Breast Cancer Patients**

**(Burlington, Vermont May 27, 2003)**..... Three years ago, two successful entrepreneurial women in Burlington, Vermont joined forces to address an underserved and overlooked woman's health issue. Lisa Lindahl, inventor of the original Jogbra®, and Lesli Bell, a certified physical therapist, recognized that there was no compression bra designed specifically for women suffering from lymphedema – a common and often chronic condition that develops when lymph nodes are disturbed during diagnostic or treatment procedures for breast cancer.

Lisa and Lesli formed Bellisse, Inc., to raise awareness about lymphedema and to develop products that would offer support and comfort to those who suffer from chest and breast lymphedema and related conditions. In August of 2002, they previewed their patent-pending *Compressure Comfort*™ Bra to the medical professionals at the 5th International National Lymphedema Network (NLN) conference in Chicago. In May of 2003, the product was formally introduced to the medical trade at Spring Medtrade in Las Vegas, where it was voted “BEST NEW PRODUCT” by the convention attendees.

The most common symptoms of chest and breast edema are swelling, tenderness and pain which are caused when lymphatic fluid may backs up in the tissues. The *Compressure Comfort*™ Bra deals effectively with these symptoms by providing gentle compression in the breast and chest area.

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Lisa's intimacy with sports bras and Lesli's knowledge of how lymphedema affects a woman's body influenced the features that went into the Compressure Comfort™ Bra:

- Soft, comfortable fabrics inside and out to reduce chafing and rubbing
- Wide, adjustable padded straps that are equally comfortable support for breasts or prostheses
- Three different rows of closure adjustability to accommodate size changes due to swelling.
- A zip front closure for easier on and off
- An attractive shape that can be worn comfortably and unobtrusively under clothing.

“The *Compressure Comfort*™ Bra has been a “path of the heart” endeavor for us,” said Lisa Lindahl. “When I first met Lesli, she told me a story about one of her patients who was in so much pain she couldn't be hugged by her husband or children. She went on to tell me she had an idea for a product that might help this woman and others like her, and she could use my help designing the bra. Lesli was compelling, and so were the facts.”

“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 chest and breast lymphedema, I've been frustrated at the lack of appropriate compression garments for the chest area. Finally, with the *Compressure Comfort*™ Bra, I can provide that comfort and support to my patients, and they can receive all the hugs they want.”

“Lisa and I are pleased that we have a product that offers healthcare providers a way to improve the comfort of their patients,” added Bell. “Our hope now is that heightened awareness of the problem will initiate much needed research about lymphedema, not only limb edema, but chest and breast as well. As health care professionals, we need to educate the thousands of women at risk for this condition, so they know what to expect, and more importantly what support there is for them. Let's not only celebrate surviving breast cancer, but also concentrate on the quality of life after the fight.”

More.....

The *Compressure Comfort™ Bra* is now available through your health care provider, or by calling 1-877-273-1683. For more information about lymphedema the *Compressure Comfort™ Bra*, visit [www.bellisse.com](http://www.bellisse.com)

**About Bellisse:** Bellisse, ([www.bellisse.com](http://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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