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East-to-Dress Undergarments



Product Spotlight: Fresh Comfort

Fresh Comfort will be exhibiting at [Abilities Expo Houston](#), July 25-27, 2014.

Maria Valencia had just about had it with "unmentionables." In fact, when her own mother was having difficulties with mobility, she felt as though she had a great deal to "mention" about her futile search for comfortable, easy-to-dress undergarments.



FRESH COMFORT™ 
Adaptive intimate apparel for a better life

But like any good entrepreneur, Maria took that frustration and leveraged her background in intimate apparel design to create [Fresh Comfort](#). Together with Business partner Beatriz Cacheux, they effectively filled a gaping hole in the market. Now women with mobility issues due to arthritis, age, limited-hand dexterity or other disabilities have a viable alternative when it comes to finding bras and underwear.

"Life has enough challenges," Maria and Beatriz say. "Finding comfortable undergarments shouldn't be one of them."



Their premiere Embrace Collection features seamless underwear designs—both in brief and boxer silhouettes—that molds to the body without constricting. The Sorbtek moisture management technology fabric wicks moisture and perspiration away from the body, helping to improve air circulation and promote healthy skin for all day comfort.

The biggest secret to Embrace Collection bras are in the closures. With behind the back clasps out of the question, Fresh Comfort created front closures that are far more easily mastered, yet still provide lift, shape and comfort.

"We did a lot of research and worked diligently to design extraordinarily comfortable and functional intimate apparel that allows women to feel both comfortable and supported in a time of their lives where challenges are a daily occurrence," said Maria.

Behind door #1 is the Seamless Zipper Bra, the answer to the usual complaints about bras that pinch and irritate. The smooth side straps, under-bust targeted support and shaping design provide comfort, while the zipper makes getting dressed a breeze. Here it is in action:



Just as versatile and comfortable is the second design option: the Easy-Open Front Bra. Fresh Comfort incorporates one of the world's handiest inventions—Velcro—to make the dressing experience seamless in more ways than one! Like the other option, the end result is a great fit that lends the support you need while making you forget you are actually wearing a bra.



Eighty-five-year-old Marty A. said the Comfort Fresh was, "*the most comfortable bra I've ever worn. Love the fabric and how soft it is against the skin.*"

For more on Fresh Comfort, visit www.freshcomfortinc.com.

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