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**FOR IMMEDIATE RELEASE**

**Fresh Comfort Launches Collection of Adaptive Intimate Apparel**  
*Innovative Comfort and Design Creates Undergarment Collection Targeting Those with Limited Mobility*

FRISCO, Tex. (April, 21, 2014) – We’ve all heard the term: “unmentionables”. In fact, women of a certain age face many challenges when it comes to undergarments that up until recently remain unmentionable. This spring Fresh Comfort™, Inc. proudly unveils a collection of intimate apparel absolutely worth mentioning.

Inspired by her own challenges with an aging mother facing limited mobility and other health concerns, founder Maria E. Valencia leveraged her two-decades of experience within the intimate apparel industry to design a specialty collection of undergarments designed to combat the common issues those with mobility challenges face.

“When facing immobility, arthritis or any sort of health challenge that presents limited movement, finding comfortable undergarments is incredibly hard,” said Maria E. Valencia, principal owner, Fresh Comfort, Inc. “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.”

The premiere “Embrace” Collection features underwear in both brief and boxer silhouettes that feature smart engineered fabrics and finishes. The seamless designs feature a luxurious fabric that molds to the body without constricting it thanks to seamless knitting and finished edges that lay flat. 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. Both silhouettes are available in sizes XS through XXL and are ideal for those with mobility issues that force prolonged sitting or laying.

Embrace Collection bras are available in unique front closure designs that lift, shape and provide comfortable support together with ease-of-wear that allows the wearer and caregivers to dress quickly with less difficulty.

The Seamless Zipper Bra features Sorbtek® yarns which helps to move moisture away from the skin while the seamless design, smooth wide straps and under-bust targeted support delivers all-day comfort helping to eliminate common bra complaints including irritation, pressure and pinching. The removable cup gives added support, coverage and smooth shaping.



*Adaptive intimate apparel for a better life*

Made from a luxurious Modal blend fabric, the Easy-Open Front Bra features an easy-to-use front Velcro® closure, and a silky, smooth and soft wearing experience, improving breathability and helping to keep the wearer cool and comfortable all day. Together with smooth, wide straps, removable pads for light support and smooth, hidden seams, The Easy-Open Bra virtually eliminates common bra concerns helping to keep the wearer comfortable. This bra style also features removable pads that give light support, coverage and smooth shaping.

The Fresh Comfort Embrace Collection will be available online and in select retailers beginning June 2014. For more information please visit [freshcomfortinc.com](http://freshcomfortinc.com) or follow us on Facebook.

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*Fresh Comfort Inc. offers a full collection innovative and adaptive intimate apparel for women experiencing mobility or health challenges and for those looking for a supremely comfortable undergarment experience. For more information please visit [freshcomfortinc.com](http://freshcomfortinc.com) or visit us at [facebook.com/freshcomfortinc](https://www.facebook.com/freshcomfortinc) (confirm this with facebook).*