

Secret Women's Business

For centuries women have been wearing undergarments to skillfully alter their God given shape and to conform to whatever the fashion of the day decreed as 'in'.

Sadly, many women consider beautiful lingerie a luxury. Regardless of the fact that no one except you may see you in it in, beautiful lingerie has the power to start you day off with a sophisticated and sexy start.

Besides visual sizzle lingerie is the all-important foundation upon which their outer garments are placed. Wearing dingy, tired underwear not only looks unattractive, but also its lack of support can often be painfully obvious to others while the wearer remains blissfully unaware. Bulging bras, ugly panty-lines and flopping breasts have sent shivers down many an observer's spine. Beautiful, figure-enhancing lingerie not only ensures that your clothes fall smoothly over your body, but also has the added benefit of making you feel special. You do not have to have a draw full of expensive underwear. Quality, not quantity, is the rule; three bras and seven pairs of pants will suffice.



Bras

When it comes to bras it's not about the perfect bra, it'd about finding the perfect fit.

Did you know that 70 percent of women are wearing the wrong bra size? Besides looking less perky than you'd like, an ill-fitting bra can lead to pain in the back, neck and shoulders. Many women wear the wrong size bra. The most common mistake is a cup that is too small and the band is too big (a 40B instead of a 38C). For the best results, consult a specialty underwear store that offers a bra fitting service. Not only will the dressing attendant fit you correctly they will know the differences between bra manufacturers.

Test Your Bra

Yes / No

1	Your bra rises up at the back	
2	Your bust droops forward, instead of being in its central position.	
3	When you move, your bust bounces up and down and the straps keep falling off unless you tighten them and when you do the straps dig into your flesh.	
4	Your bra straps keep falling off your shoulders	
5	Your flesh squeezes over the front of your bra but feels fine everywhere else	
6	You bra band has a slight buckle in the front that you can pass your finger underneath	
7	Your flesh bulges at the back	
8	The cups are wrinkled or puckered	
9	The area between your breasts is flat against your chest	
10	Your bra stays put when you raise your arms	
11	Your straps dig into your shoulders	
12	You have one breast larger than the other.	
13	You have flesh overflowing near your armpits.	

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Finding the Right Size

Not only will a properly fitted bra feel more comfortable, but it will make your clothes fit and look better. Follow these instructions to determine your correct size.

1. Band size:

Stand straight and relax. Don't inhale and expand your rib cage as if you're about to blow out candles. Measure around your rib cage right below breasts using inches. Round the number up to the nearest half-inch. Add 4 or 5 to that number (whichever makes the result an even number) to get the band size e.g., 36.

2. Cup size: While wearing a bra, measure completely around the fullest part of your bust (across the nipple) without pulling tight. Make sure the tape measure goes around your entire back (38). Subtract your band size from this number (38-36=2). The result will indicate your appropriate cup size, based on the following guide.

00 = AA 1 = A 2 = B 3 = C 4 = D 5 = DD or E 6 = DDD or E or F 7 = F or G

Note: Sizes will vary depending on the manufacturer.

TIP: **85B International Bra Size Calculator**
http://www.85b.org/bra_calc.php

Bra Basics

With so many types of bras on the shelf, choosing a style can be overwhelming.

Full-support bra An everyday basic bra that's normally seamless, it's a good choice for someone who wants to stay contained.

Three-quarter cup In between a full and half-cup, this bra still gives full support, but it's lower in the centre and the straps are farther over.

Demi-cup or half-cup This medium-support bra gives a really round breast. The straps are very far off to the side.

Push-up Also known as a plunge-style, it pushes your breasts towards the centre. This bra dips deep between your breasts so you can wear V-necks or wrap tops.

Small Busts: Need a balcony style bra, with or without padding these give an enhanced neckline, excellent uplift, and a lovely, curvy shape. Half-cup bras also flatter a smaller bust; padding at the sides and under the bust give maximum lift. Avoid bras that have square-cut bust lines as they will flatten you even more.

Large Busts: Need wider shoulder and back straps for support. Full cups to contain the breasts and give a better appearance. Underwired to provide extra support and enhance the shape. Smooth, plain bra styles, without too much lace, help to make your bust appear smaller.

Adjusting Your Bra

ought to provide only 10 percent of your support—the rest comes from the band).

3. **Gently scoop the full weight of your breasts into the cup.**
4. **Fix minor puckering in the cups** by smoothing down and "tucking in" your breasts.
5. **Adjust the bra straps.** They shouldn't dig into or slip off of your shoulders.

Bra Colours

The best basic colour for a bra is one that matches your flesh tone. This colour will disappear when worn under white and light garments (white bras show under white tops).

If there is any chance that your bra may be seen wear a colour that matches your top.



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Photo: Jason Kibbler

Problems:

- Cups that run over
- The back rides up

Solution:

- Larger Bra - a 32C to 32DD.

Result:

- Better coverage and greater stability



Photo: Jason Kibbler

Problems:

- Needs uplift
- The wide-set straps and cut make her look as if she has "nothing in front,"
- Decreased elasticity in her breasts - no volume in the upper part of the cup.

Solution:

- Smaller band size - 34C to 32C
- Style with narrower space between the cups adds shape

Result:

- Younger more perky looking breasts



Photo: Jason Kibbler

Problems:

- Small size

Solution:

- Padded push-up bra with side bump panel

Result:

- Natural shape with more definition and volume



Photo: Jason Kibbler

Problems:

- Spillage
- Band too high at back
- Straps too short - causing her shoulders to carry most of the weight
- Flattened breast tissue

Solution:

- Smaller band size - 36DD to 34F
- Style with narrower space between the cups adds shape

Result:

- More comfortable, better position and balance

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Types of Bras

Name	Description	Uses
Full Cup	Totally enclosed the breasts. The straps are aligned with the center of the cup for maximum support and weight distribution.	Best for sloping shoulders. Good for maturing women and those who are full figured.
Demi Cup	Covers ½ to ¾ of breast, is contoured and has underwire. Has wide set straps.	Lifts the breasts without enhancing cleavage. Designed for low cut necklines
Seamless also known as a T-shirt bra	No seams May be soft or moulded	Designed to be worn under T-shirts and other thin or clingy clothes. Maintains a smooth line under apparel - eliminates distracting patterns, textures and nipples. The moulded seamless bra is great for maturing women as it gives shape, lift and bulk to the breast.
Underwire	Wires place in the base of the cup. May or may not have a band under the wire for extra control.	Helps lift, separates and control the bustline for better shape and extra support. Great for full figures and those who wear a C or larger cup.
Plunge	Center front of the bra is very low and cups are cut on the diagonal. Often padded. Little support.	Designed for plunging necklines. Often padded for maximum cleavage.
Backless	Resembles a halter or corset	Designed for evening wear
Convertible	Has modifiable	Converts to suit a variety of necklines, i.e, halterneck tops Economical bra
Long-line	Long line bra	Slims and smooths torso - great for brides
Minimiser	Shapes the breasts outward to reduce projection, while maintaining support.	Great for those who wear a DD or larger cup
Push-up	Has extra padding in the base of the cup to lift the bust	Designed to give the illusion of a larger breast
Racerback	Has straps that are pulled toward the center back	Designed for sleeveless or racer style tops and dresses. A great style for those whose straps fall off the shoulder due to slope or narrowness
Sports	Has cotton-lined cups that are high at the front and sides for support. Has a comfort underband with a non-curl elastic to stop it from riding up. May also have a non-slip Velcro fastening strap.	Designed to eliminate bounce / tissue damage (as much as possible), for use in any activity that involves a lot of movement. Categorised by level of impact and exercise intensity.
Strapless	No straps	Designed for evening wear, or spaghetti strap necklines
Wide -Away	A bra with wide spaced shoulder straps and a boatneck or wide, squared neckline.	Many Demi bras have wide-away straps Designed for low cut necklines Does not emphasise cleavage
Maternity	Quick release flaps Full coverage, good support	Allows a nursing baby discreet access to the breast. Underwire styles recommended for extra support
Adhesive	Flesh toned, adhesive strips that stick to the skin. Offers minimal support and hide nipples.	For sheer or backless garments where wearing a bra all but impossible, but you'd like to wear one anyway. Not recommended for women who wear a D cup or larger.
Post Mastectomy	Post mastectomy	Designed to be comfortable post op and to accommodate a breast prothesis



Full Cup



Demi Cup



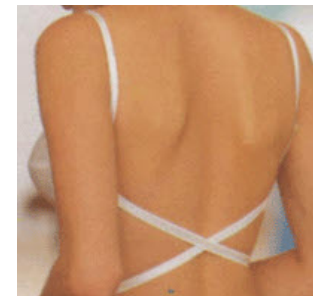
Seamless



Underwire



Plunge



Backless



Convertible



Long-line



Minimiser



Push-up



Racerback



Sports



Strapless



Wide-away



Adhesive



Camisole

Cool Things to Buy



Braza Flash Tape is the answer to every woman's dressing dilemma!

A handy dispenser roll with 9 metres of double sided tape

Represents exceptional value at \$0.17 per 3 inch strip when compared to other brands at \$0.50 per strip

Secures deep plunge clothing, tube tops and halters, cuffs, scarfs and bra straps

Braza's answer to the popular Hollywood Tape

You are not restricted to a small pre-cut piece and can dispense the exact size you require



Two hook, 1 1/2 inch wide bra extender.

Soft, brushed backing and smooth rounded corners.

Add up to three inches to the underbust of any bra.

Great for maternity.



New! Heart shape in pastel pink or body beige.

Petal Tops are perfect when you want a smooth look to eliminate definition through sheer fabrics.

With or without a bra, you can wear Petal Tops with halters, tanks, tube tops or any other body hugging clothing.

Waterproof so you can wear them with swimwear, aerobic and sports gear to reduce nipple chafing.

Topless bathing? Petal Tops will prevent nipples from getting too much sun.

Non sensitizing adhesive with absorbent centre which moulds to breast shape.

5 pairs per pack.

A\$17.50



Cush-eez bra strap cushions are the cozy solution to shoulder discomfort

Eliminates shoulder grooves

Soft brushed fabric over comfy foam padding, held in place by vinyl tabs

Pure comfort without showing through clothing

Great for fuller figures and breastfeeding mothers to stop 'bra tug'

A\$19.95



Transparent 10mm bra straps
Can be attached to any convertible style bra for invisibility under clothing

Great for evening wear and summer singlets

A\$9.95



Detachable bra accessory that converts any bra to cross-back!

Makes every bra you own convertible

Convenient and simple to use and can be attached to any bra to hide bra straps

Now you can wear your favourite bra with singlets, gym tops, and cutaway dresses

Great value 3 pack with the option of black, white and clear to suit your clothing

Easy-to-follow instructions on every pack

Just loosen your bra straps, clip on your Bra buddy and away you go!

A\$9.70

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How to Check Your Breasts

All women should check their breasts monthly

Look and feel for any changes

Look at your breasts in the mirror from different angles in the following positions

- ❖ Arms at your sides
- ❖ Arms raised above or behind your head
- ❖ Hands on hips and with elbows forward and chest muscles tensed



Feel your breasts while lying down or with a soapy hand while washing

- ❖ Feel each breast in turn
- ❖ Keep your fingers together and flat
- ❖ Press firmly all over entire breast including nipple and armpit
- ❖ Squeeze your nipple to check for discharge



Remember - nine out of ten breast lumps are harmless but every lump should be checked by your doctor.

Changes to be aware of:

- ❖ A lump, any size, or thickening in your breast
- ❖ Constant pain in one part of your breast
- ❖ A change in size or shape - it may be that one breast has become larger
- ❖ Changes in the nipple - change in direction or shape, pulled in or flattened nipple or an unusual discharge, especially if bloodstained
- ❖ Changes on or around the nipple - rash, flaky or crusted skin
- ❖ Changes in the skin - dimpling, puckering or redness
- ❖ 'Orange Peel' appearance of the skin caused by unusually enlarged pores
- ❖ Prominent veins that have become more noticeable
- ❖ Lump or swelling or constant pain in your armpit

The five point breast awareness code

- ❖ Know what is normal for you
- ❖ Know what changes to look for
- ❖ Look and feel
- ❖ Discuss any changes with your GP without delay
- ❖ Attend for routine breast screening if you are aged between 50 and 64