



## BREAST AND BRA-RELATED FACTS

- Around 80% of women wear the incorrect size bra, which means women's breasts are not being given proper support. Whether you're a small-breasted walker or a large breasted volleyball player, without a sports bra you can risk damage to your breasts.
- A woman's breast lacks any major muscles so she has to rely on two things to support her properly, the ligaments in her breasts and a properly fitted sports bra.
- Once the Cooper's ligament (the supportive ligament of the breast) has been stretched, the only solution is a surgical repair that can be costly.
- Even though sagging naturally occurs throughout a woman's lifetime, a properly fitted bra can help to delay the onset of sagging breasts. Don't be fooled into thinking that only women with large breasts will sag, even A cups are at risk for sagging.
- Women need to be refit at least once a year to ensure they are wearing the correct size bra.
- Since the average breast size is about a 36-C, most women need more support during moderate or high impact activity (such as walking or running).
- A typical bra lasts 6-12 months or about 52 washes (6 months if its machine washed and dried; 12 months if its hand washed and hung to dry).
- A good sports bra is not an inexpensive investment. Take extra care to hang it on a line to air dry after hand washing. Machine drying destroys the elasticity and support of the Lycra found in all good sports bras.



## HOW TO BUY A SPORTS BRA

No matter what your activity or breast size, a sports bra has become an integral and important piece of apparel. Sports bras are just as important as a properly fit pair of shoes. Finding the right sports bra isn't easy. A good sports bra helps to eliminate breast movement.

Good sports bras must have:

- the ability to wick moisture away from the skin, particularly between the breasts
- breathe ability to allow for a cooling flow of air
- ability to quickly dry
- must be proportioned and contoured to minimize chafing
- straps that don't dig into the shoulders
- the band around the lower chest shouldn't shift or bind
- thread must be soft and plush to minimize skin irritation
- Have at least 25% Lycra, anything less won't compress breasts sufficiently.

### FLEET FEET SPORTS SPECIALIZES IN THE BRA FIT PROCESS

Bra FIT is our detailed process used to find the right sports bra for you individual needs. Our process starts with a one on one consultation to determine your specific needs for a bra based on impact level (high, medium, or low impact), type of support (compression, compression/encapsulation, or full encapsulation), styling preferences (underwire or soft cup), and style/design of the bra or back of the bra (pull over the head, back/front closure, racer back, or scoop back). After the consultation your measurements are taken to determine your band and cup size. We use the combination of this information to determine the correct styles for your particular needs. We complete the Bra FIT process with the most important aspect – a final analysis of how the bra you have chosen fits your unique body type. Every woman is an individual with unique needs – we want to ensure that your sports bra fits your body.