

Bras Can Be Your Breast Friend

Women today are becoming increasingly aware of the importance of wearing a good fitting bra, but recent surveys still indicate that 85% of women are not in the right sized bra. Even “Oprah” and shows like “What not to Wear” stress the importance of getting a bra fitting and wearing the correct size to enhance their figure. Over a women’s lifetime, her bra size can change an average of 6 times. Bras are much more than just cover for your breasts . They effect your posture, the way your clothes fit, your shoulder health, and most importantly your breast health.

When lingerie shopping, most women spend too much time searching for a sexy style instead of the right fit. A poor fitting bra that gives little or no support redirects the breast tissue and impedes circulation and lymphatic drainage and can interfere directly with the cellular health of the breast. Breasts are composed of flesh tissue, milk glands, lymph glands and tiny capillaries. Because the breast itself has no muscles, they depend on outside support. All breasts regardless of their size give in to gravity. Clinical experience shows that women who have always worn a good bra do not loose their shape so readily.

Does your bra fit? A correctly fitted bra should not ride up in the back or move around on the body. If this happens, the band is too big. Straps should not stretch or pull or cut into to your shoulders, so try to choose ones with out elastic in the straps. The breasts should not protrude from around the cup or fall out from underneath, indicating the cup is too small. Your bra should pass the bounce test. If your breasts bounce when you jump up and down, you definitely need a more supportive bra. Women report getting more out of their workout when they are in a more supportive bra, as they are not focused on the uncomfortable bouncing.

A generation ago, the average bra size was 34B, now manufacturers are reporting that 36C is the average size. Breasts are also arriving a full year earlier in girls. Obesity is one likely reason and certain chemicals that mimic estrogen may also be to blame. Becoming more aware and avoiding toxins that are in your cleaning products, makeup and food and and adapting a healthier lifestyle is paramount for breast and overall health.

Karen Kerr, Professional Bra and Undergarment Fitter of “Bras Galore and More” offers “Free” fittings across Ontario. Specializing in Custom Fit Bras without underwires that come in over 275 sizes starting at 28A - 46KK. Lace, Smooth, Sports and Mastectomy Bras, Been A Boob Prosthesis, Back and Tummy Support, Pre and Post Natal Support. For Bra Fitting Event locations and dates go to: www.brasgaloreandmore.com or call Karen at 1 -877-267-5629. Experience the benefITS of proper Bra Support!

