

# The Bra Lady takes bras on the road to help Manitobans

By Kate Jackman-Atkinson  
*THE NEEPAWA BANNER*

**W**hen Elaine Cormier began as a distributor for

Jeunique Canada six years ago, she had no intention of selling bras. The Winnipegger was introduced to the company at a trade show in Calgary and said, "I was interested in the cosmetics, I was not interested in the bras." Despite a lack of initial interest, she was persuaded to try it. "Everybody said 'do bras, do bras', but I couldn't see myself doing it. I then decided I would try and I really enjoyed [it]." From that start she said, "I never looked back."

Today, Cormier travels throughout Manitoba, northern Ontario and parts of Saskatchewan as a distributor for Jeunique Canada.

Jeunique was established in 1989 and Cormier explains that the company "specializes in bras and undergarments", but also sells skin care products, cosmetics and ecocleaning products.

Cormier explained some of the unique features of the Jeunique Bra saying, "It's not about fashion, it [the bra] is considered healthy because they really do work for good breast health." She compared these bras to underwire bras which, "poke and prod breast tissue and restrict lymphatic drainage," and padded bras which, "provide no air circulation and heats the fatty tissue and pushes it back into the chest cavity".

She explained that the Jeunique Bra is designed with a Banderin shelf which supports the breast tissue and encourages it up and forward into the cup. This shelf also evenly distributes the weight of the breast. She explains that the bra's fit improves posture and mobility.

Cormier said that the bras are suitable for all women and activities including women who participate in sports, are pregnant or nursing or have undergone a mastectomy.

The Banderin support comes in six different thicknesses depending on the cup size, from A to KK. Cormier said the bras come in over 200 different sizes and she takes a full inventory on the road. She explains that women, "can take them [their bra] home. I bring the store to them".

With prices starting at \$115, the Jeunique bra is more expensive than most bras purchased at malls or department stores, however Cormier said, "They pay for themselves." She explains the bras' economy comes in their longevity; women, "wear and wear them for five to 10 years and they are still doing their job of supporting."

Cormier will next be in your area ( check her website ) at <http://www.mybestsilhouette.com> for her schedule!!

