

ErgonixART presents “ComfortBody”

**The innovative and technological product of the year
ready to revolutionize pregnant women’s intimate world**

High resolution pictures and complete press sheets available by request to:
<ErgonixART_press@bt-media.net>

Definitely glamorous, ComfortBody aims to sensibly improve pregnant women’s life, thanks to its ability to distribute the weights over the back in a balanced way, offering an immediate comfort to mums and babies.

Rome – 15th February 2007 – ErgonixART company launches on the maternity market an absolutely new product, able to relieve and avoid the problems due to natural changes in future mums’ body. Designed to reduce of 90 % the troubles caused by the weight gain, **ComfortBody** combines high technology, innovation and fashion in an only item of lingerie. *ComfortBody* is devoid of constrictions and, thanks to high technologies, it supports the abdomen and transfers its weight uniformly over the whole back, respecting mums and babies. It helps mums to maintain ergonomically correct postures, protecting at the same time the baby’s health.

Medical statistics show that over **55 % of pregnant women suffer from continuous or recurring pain in the lumbar region**. Back pain, generally localized in the lumbosacral region, is mainly connected to incorrect postures due to the attempt of balancing the excessive weight caused by the baby’s growth.

ComfortBody is the solution to this pregnant women’s pain, that had never been faced and resolved before. It is the result of a long ErgonixART research and development programme, tested in technical and medical collaboration with two Italian universities, famous for their know-how in the medical field.

The new comfortable and practical *ComfortBody* collection turns technical solutions into excellent stylistic details, offering a modern and smart product, available in different colours and models to satisfy all pregnant women’s specific needs. It supports with no sticks or stiff materials, thanks to the position of the

different materials in strategic points and to its ability to wrap the abdomen without any compression. Invisible even under the tightest clothes, it follows the anatomical conformation and the physiological changes during pregnancy.

Comfortbody

ComfortBody relieves pregnancy typical pain and takes care of baby's health and growth, sweetly supporting him in his delicate process of development.

ComfortBody elastic bands, ad hoc positioned and made of soft and extendable materials, instead of compressing the foetus, causing a sense of pain, rock it and hold it in a sweet hug.

With *ComfortBody*, the bodysuit, underwear item fell into disuse because considered not very comfortable, is again fashionable. Light and versatile, both Sport and Glamour *ComfortBody* models put pregnant woman's comfort and life quality in the foreground. A help to feel beauty and charming, not giving usual style and elegance up.

Development and tests

Tests and surveys made at the Policlinico "Gemelli" in Rome and at the University of Cassino showed that *ComfortBody* drastically reduces pregnancy hyperlordosis.

Thanks to Professor Giovanni Capelli, dean at the Faculty of Motory Science at the University of Cassino and person in charge of the scientific coordination, and to Doctor Bruno Federico, the researcher who led the experimentation, *ComfortBody* was tested on a uniform sample of pregnant women. Starting from a bibliographical research made by the University of Cassino, many prototypes were realized, approved by the gynaecologists of the Policlinico Gemelli of Rome and tested directly on pregnant women.

During the test *ComfortBody* was distributed to 50 % of volunteers, whereas we gave to the others an alike bodysuit that did not have the same functional characteristics. After a digital testing of posture (realized at first with personal underwear and then with the "possible" *ComfortBody*) the result was clear: pregnant women who were really wearing *ComfortBody* showed an evident improvement.

ComfortBody functionality research make it possible to realize a highly efficient structure that distributes the weights uniformly over the whole back and lightens the lumbar region, providing a widespread sense of relief. The use of this underwear reduces the injuries caused by the excessive muscles and skin strain. To defend its innovative characteristics that revolutionize pregnant women's life, *ComfortBody* was protected at an international level.

Innovative functional aspects

- The tension intensity of the belly, underbelly and back parts is adjustable from the underbreast region
- Side elastic bands to support the abdomen, distributing its weight over the back
- Lower band to lighten the pelvic region
- Back panel to lighten the lumbar region and distribute the weights uniformly over the whole back
- Highly extendable front part
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Comfortbody

Practical and comfortable underwear

ComfortBody is made of soft microfibre, with adjustable and highly extendable materials; it is light, fast dryable and resistant over time. Its anatomical cut assures great wearability, comfort and freedom of movement. Flat and elastic seams facilitate an optimal blood circulation, not leaving marks on skin. The cups, made of soft and elastic material, offer a double (lower and lateral) support.

The best comfort and privacy at the moment of purchase

An information, assistance and sales online service is already working. *ComfortBody* can be bought safely and comfortably on www.comfortbody.it, with home delivery service by carrier all over Italy in 48 hours.

ErgonixART, Human Care Engineering, thanks to its research on innovative technologies and materials, offers products and solutions able to make life easier. After an experience of many years in the design of products to help disabled people, ErgonixART is now concentrating on pregnant women and their physical changes (that are temporary, but can also have permanent repercussions on the body) during the nine months of pregnancy.

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Reader's requests to: email: info@comfortbody.it – web: www.comfortbody.it

Special thanks to Roberta – who posed as a model – and to her daughter Ludovica (her birth is expected on the 14th February 2007)



Comfortbody

Collection: the collection is characterized by the possibility to be helpful even for those women who had a caesarean birth: in fact the bodysuit seams are positioned far from the region where the cut was made. Moreover the particular design avoids compression on sensitive regions. There are two lines, in order to satisfy modern women's different tastes:

- **ComfortSport:** a line of bodysuits made of soft microfibre, available in different colours, addressed to contemporary and dynamic mums.
- **ComfortGlamour:** a line of bodysuits made of soft microfibre, available in different colours, with additional lace elements, addressed to romantic mums who do not renounce to exalt their femininity

Materials:

- Soft microfibre (ultra-transparent in certain models), lightness, great versatility, easy maintenance, great durability over time, ability to maintain the original shape for a long time
- Fabrics with differentiated elastic materials to support without any compression on the abdomen
- Cup of soft and elastic material, with comfortable lower and lateral support
- The sides, buttocks, abdomen and breast parts are realized in hyperelastic material, able to follow the body conformation and the physiological changes as pregnancy progresses
- Fast dryable
- Available colours: white, flesh-coloured and black

Functional characteristics:

- great ability to extend and get back to the initial dimensions to offer the best comfort
- the tension intensity on the belly, lower belly and back regions is adjustable thanks to the underbreast band
- lateral elastic bands support the abdomen, transferring its weight over the back
- the lower band supports the pelvic region
- the back panel lightens the lumbar region and uniformly distributes the weights over the whole back
- the abdominal part assures a great extension
- the hyperelastic back part offers a soft support

Comfortbody

General characteristics

- anatomical cut
- great wearability and comfort
- very practical and comfortable thanks to its horizontal adjustments and to the highly extendable fabrics
- flat and elastic seams for an optimal blood circulation
- no stiffening, sticks or additional supporting bands
- invisible even under the tightest clothes
- wide lightening shoulder straps that avoid marks on the skin
- underbriefs with adjustable opening and hygienic cotton gusset
- an extremely efficient bidirectional structure distributes uniformly the weights over the whole back and is able to limit the damages caused by the excessive muscles and skin strain
- fast dry

Maintenance: machine washable (MAX 40°C)

It can be bought on www.comfortbody.it

Price: € 85,00 VAT included. Visit the site to check possible promotions during the year

ErgonixART, Human Care Engineering

ErgonixART, Human Care Engineering, (www.ergonixart.it) was created in April 2004 as a union of the professional experiences partners and staff had made by working in multinationals, universities or on the development of projects for Non-Governmental Organizations, local authorities or small and middle businesses. Thanks to its research on innovative technologies and materials, it offers solutions and products able to make life easier. After an experience of many years in the design of products to help disable people, ErgonixART is now concentrating on pregnant women and their physical changes during the nine months of pregnancy.

Mission: offering a complete range of services to people who work in the ergonomics field, with a particular attention to the sector of physical and sensory disability

Creed: everything has to be available to anyone without exceptions, positively considering the different ability of people who live in a world that is not on their scale

Portfolio: the innovation of the products that have been realized, our seriousness and discretion prevent us from advertizing the various experiences in detail. Anyway here is a short survey of our main realizations or public events over the last two years:

- December 2006: ComfortBody gets the INNOVALAZIO 2006 mark
- 1st December 2006: participation to the broadcast Caterpillar, presenting ComfortBody at the Eolo Prize, dedicated to inventors, during the Festival of Creativity in Florence
- October 2006: presentation of the services for the web accessibility at SMAU 2006 in Milan
- August 2006: in virtue of the extremely positive experimentation results, ComfortBody is patented at international level and important commercial relationships are settled to produce a line of products for pregnant women
- June 2006: international presentation of ComfortBody at the TTD (Technology Transfer Day) Med – in Rome, concerning the biomedical sector
- April 2006: we started the verification tests on ComfortBody, the bodysuit for pregnant women that is able to uniformly distribute the abdominal weight over the back
- March 2006: the “X-3D” patent gets the INNOVALAZIO 2005 mark as an official honour for the contribution in the Innovation and Research field
- February-March 2006: project for the Museo Archeologico Nazionale Accessibile of Reggio Calabria, ordered by the Sovrintendenza per Beni Archeologici of Calabria to offer the full accessibility to the museum and become an example at European level

Comfortbody

- January 2006: agreement with Breeze Eye to market in Italy their product for eyes health and comfort. The different available functions (Massage, vibrations, music, hot and cold air jet, compressions and electromagnetism) contribute to relax periocular and forehead muscles, providing a widespread sense of relief with a daily application of only few minutes
- July 2005: “Handando” project: modular flight for vertical slopes that takes part to the “Venice Marathon” contest (promoted by the Comune di Venezia) and is among the selected competitors
- September 2005: launching of Cardy ECG, a series of portable ECG devices for professional use and domestic monitoring

For more information: <www.ergonixart.it>