



BAN THE BOUNCE

Many women would love to take on this challenge of the Brisbane Marathon, but the right running shoes aren't enough. For women D cup and up to achieve their physical goals its crucial, but fundamental, for them to wear a sports bra that is absolutely right for them.

A good sports bra is engineered to give support, comfort and confidence to push harder for longer. Each running stride can create a bounce of five to eight centimetres. Ouch! This causes breasts to sag and leads to back pain and discomfort. The 2022 Brava survey, with 4000+ respondents, revealed that 79% of D cup and up women experience back, neck and shoulder pain. If a sports bra isn't firm it won't perform, if it's too loose it will ride up and down and likely cause chaffing. **A good quality well fitted sports bra will definitely minimise the bounce.**

Brava at 4D/39 James Street, Fortitude Valley has a wide range of sports bras in sizes 6-22, up to KK cup designed for both high and low impact sports activity. Our specialist fitters are passionate about enabling women to meet their physical goals, they know the questions to ask and have solutions for every D plus woman to feel confident and empowered.

Brava, the ONLY lingerie chain in Australia that caters exclusively for women with a fuller bust, consistently hears how these women have been ignored by big retailers who offer few larger cup options and inadequate bra fit expertise, it's an incredibly negative experience for them. An active wear company promotes a 'size inclusive sports bra collection' it's about fashion, not support. They don't cater for women above a DD cup!

Many women and teenage girls avoid playing sport because they've never worn the right sports bra, breast discomfort and embarrassment is why they avoid high intensity activity. Thankfully Brava has helped these women, who frequently tell us, *'You have changed my life'*. It gives them confidence to get active without embarrassment or feeling like their breasts could knock them out.

Brava is a mother and daughter business created for the fuller busted women of Australia to discover beautiful, supportive lingerie and swimwear. Just because you have a fuller bust, doesn't mean you can't wear gorgeous lingerie, enjoy the beach, wear attractive maternity bras, and feel welcome in a lingerie store.

Have fun and good luck to those competing next week! Let's all move forward with focus, confidence and optimism, start training for the 2024 Brisbane Marathon, a 5km run, netball or pilates! With the right sports bra you know you are supported. Visit us at 4D/39 James Street, mention this article for \$10 off your first sports bra!

BRAVA CONTACT

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