

FOR IMMEDIATE RELEASE

LipoWear Announces Expanded Recreational Use of SitRelief Shorts

Irvine, CA, June 7, 2010. Joe Bollert, PhD, cofounder of LipoWear, announced that recreational markets are expanding for SitRelief Shorts. *“An increasing number of recreational customers are purchasing SitRelief Shorts online at www.sitreliief.com. This includes motorcycle riders, horse riders, dune buggy drivers, sailors, kayakers and rowers, travelers, yoga practitioners, concert goers, opera fans, people who sit in hard church pews and others”* said Bollert. *“There are a wide range of people whose normal, day to day activities require them to sit for prolonged periods in uncomfortable sitting conditions. SitRelief Shorts provide a discreet and convenient way to enjoy these activities more.”*

SitRelief Shorts are especially helpful for seniors who have lost their normal cushion of muscle and fat in the buttocks as a normal part of aging.

Some examples of customer comments include:

“After years of sitting pain and missing out, I am going to the opera again! What a wonderful product. Thank you for helping those of us suffering from sitting pain.”

“I attend Astros baseball games with hard seats. These shorts really make a difference.”

“Riding my horse in comfort is a joy again.”

“My father is able to enjoy going to his Edmonton Oilers hockey games again.”

“I can be independent again and do what I enjoy!”

They’re great in restaurants and theaters, too. I almost never go out without them.”

“The comfort they gave me when sitting on a hard surface was incredible. I had not enjoyed a musical performance in quite a few years because my inability to sit for a period of even ten minutes. Now I am able to sit in comfort and enjoy the show.”

“I just got back from a 2000 mi. motorcycle ride and these shorts really made the 8-9 hr days in the saddle much more comfortable.”

“The shorts let me do things in comfort that I had quit doing.”

“I’m so excited to simply be able to sit in comfort again.”

“The experience is not like sitting on a pillow. Much more like having one’s natural padding back. Thank you so much.”

“You have a winner for seniors.”

Background

SitRelief Shorts were designed as a padded undergarment for selected patient populations that experience significant sitting pain, including people with HIV, cancer and seniors as well as others. Sitting pain is caused by fat and muscle wasting in the buttocks resulting in crushed nerves when sitting and often causes the withdrawal from many daily activities which contribute to the quality of life.



In a clinical trial, the padded undergarment was tested in patients with lipoatrophy and sitting pain by physicians in southern California. Baseline sitting comfort was 11 minutes and dramatically increased to an average of 3 hours with the padded undergarment. Patients returned to abandoned activities and the Quality of Life Survey improved significantly in multiple areas including: Physical, Social and Cognitive Function. In addition, the undergarment restored a normal body contour resulting in clothing fitting better.

The company web site, www.sitreliet.com, is available for additional information and SitRelief Shorts are available for men and women customers online.

About LipoWear

LipoWear, LLC, develops therapeutic clothing products for selected patient populations, including seniors, cancer and HIV which address specific debilitating problems common to these patient populations. Company founders include Terry Delonas, Joann Reina and Joe Bollert, PhD.

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