



Sports bras have long been thought of as a necessary evil. Just constrain the “girls” and get on with your workout while trying not to think about how hard it will be to get a sweat-soaked sports bra off when you are done. Mass produced, stretchy tubes of fabric might be readily available at discount chains, but the design and functionality of these “sports bras” aren’t well thought out to deliver performance and style as the wardrobe workhorse they need to be.

Consider the changing fashion landscape where active wear has become the new daily wear. A sports bra suddenly becomes an article of clothing worn 12-24 hours a day instead of just 1 hour at the gym. With this shift, women are seeking more than the equivalent of a compression bandage strapped to their chest. Active women require breast containment at a minimum, but how much better would they be served if they had a sports bra that solves problems and provides women with options, no matter what life throws their way?

Women need simplicity and versatility to roll with the increasing demands of modern life. They are trying to squeeze in a workout wherever they can fit it in between household management and the elusive dream of work-life balance. What if you could wear the same bra to the office that you would wear for your workout and beyond? What if it was such a flattering fit that women would want to swim, bike, run in it, AND show it off under a sundress? What woman wouldn’t want a bra that simplifies the prospect of getting dressed every day?

And what about the 1 in 8 U.S. women who will be diagnosed with breast cancer? Multiple studies have concluded that women who exercise after breast cancer live longer and reduce their chance of a recurrence. Could the same bra that serves busy women on-the-go be an option for modern, active survivors?

Why can’t there be a go anywhere, do anything bra that makes you happy? Happy because it fits just right and a woman who was a fitness professional for more than 20 years thought of all the little details for you?

This is exactly what Jennifer Ferguson set out to do 10 years ago when she searched in vain for a bra that could keep up with her health club instructor, mom-on-the-go lifestyle. It didn’t exist, so she created the Handful Bra, the original *flatter, not flatten*® sports bra. From its inception, Handful the brand has stood for far more than just a clothing line. All three of the women who have joined Jennifer to lead Handful were drawn to the company because of unexpected twists of fate during their early years of motherhood. For Tina Thede, it was a brain tumor that left her deaf in one ear. For Jody Filkins, it was the loss of her mother to ovarian cancer. For Cary Goldberg, it was a late stage III breast cancer diagnosis, a double mastectomy, and the complete absence of anything on the market that would solve her unique breast issues. Together they passionately lead Handful, a company with a mission to promote and enhance women’s self-esteem.

It is with this range of life experiences and a shared desire to solve breast issues for all of womenkind that Team Handful zeroed in on the four qualities that matter most when it comes to finding the perfect sports bra:

- **Flattering**
 - Versatile styles look great workout to weekend and provide a consistent silhouette
 - High quality, removable pads contour, conceal or enhance your shape
 - Pads can be added (or subtracted) to preferred size whether weight loss, gravity, breastfeeding or breast cancer have altered the way you look
 - All bras and support tops are designed to eliminate gaping and uniboob
- **Functional**
 - Pad pockets double as the perfect stash and go for keys, cards, and small essentials
 - Moisture wicking fabric keeps you cool and dry
 - Adjustable Bra straps can be worn X-back, straight up, or around the neck as a halter top



- **Fabulous Feel**
 - Soft and supple materials are perfect for all day wear
 - Extensively fussed over fit provides long lasting support and comfort
- **Full of Fight**
 - Women who celebrate women through **AmBADASSadors** and Handful **LoveHers**
 - High touch and high visibility women spreading Handful love and inspiration at events and across the real and virtual world
 - Survivors who support survivors through **Breast Friends Forever** and **Friends with Benefits**
 - Survivor bra discount program and post-mastectomy insurance eligible bras

For more information, imagery or samples, please email orders@handful.com
or go to our website www.handful.com