

(BOOBAND)TM

ASSET PROTECTION

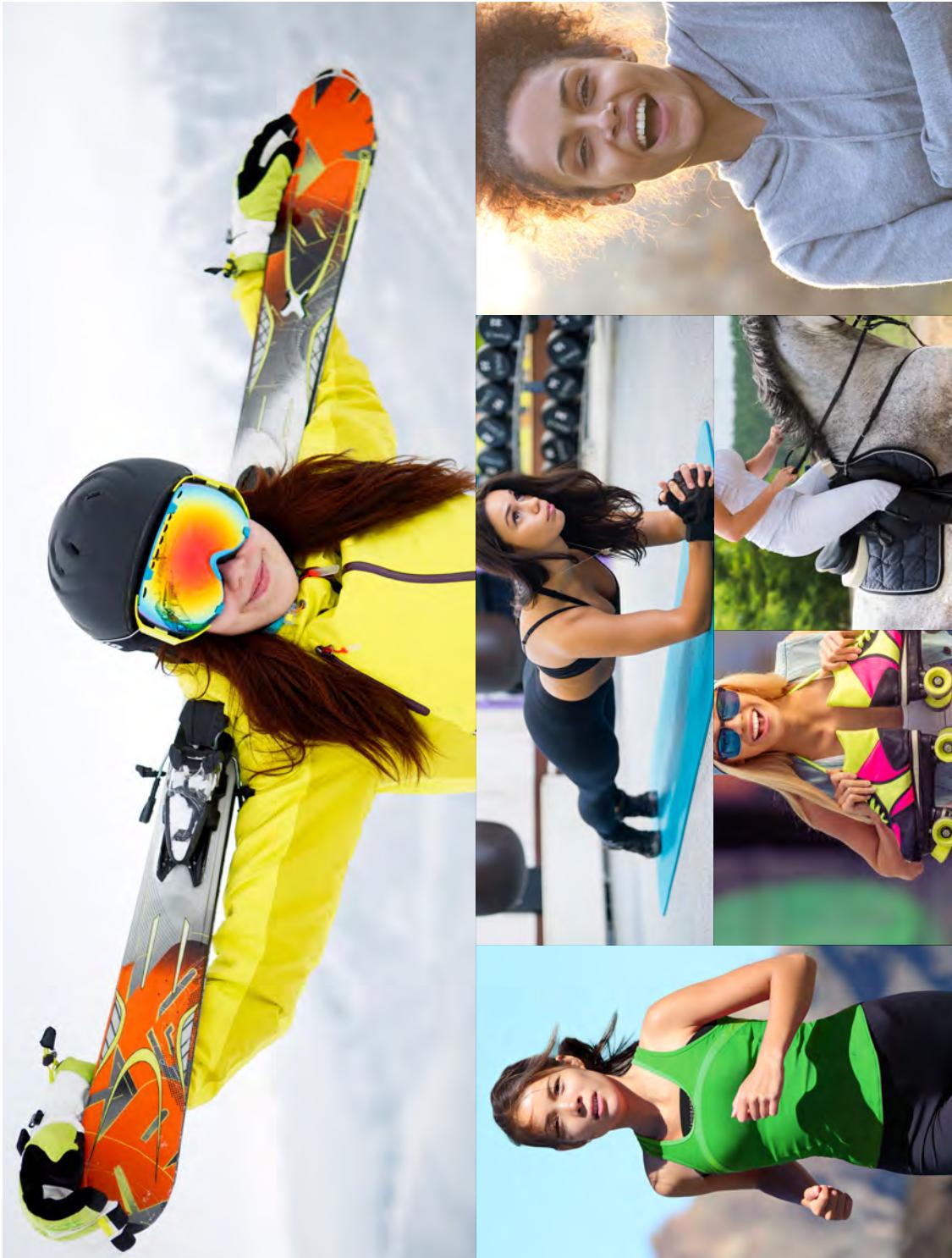
THE ORIGINAL BOOBAND™

HOLD IT DOWN

The Booband™ is a new revolutionary athletic breast support band designed to be worn across the top of the breasts to prevent damage caused by vertical and lateral movement during physical activity.

Booband has rapidly become the *must-have* kit bag essential for every active girl.





EVERY GIRL EVERY SEASON

From hiking and horse riding to running and snowboarding, Booband™ has the active girl covered no matter what the season.

THE SCIENCE

The Booband™ is designed to reduce vertical and lateral movement of the breasts during sporting activities. Whilst it has its roots in the medical support world, the Booband™ has been developed for modern activity and exercise using scientific research to ensure superior performance and fit.

Exercise, especially high-impact exercise such as running or jumping, places tension on the supporting structures of the breast, which can result in pain. As there are no muscles in the breast the only supporting structures are the skin and the Coopers ligaments - thin, paper-like tissues that weave throughout the breast and attach to the chest wall. It is thought that sagging, which is irreversible, occurs when these ligaments are overstretched.





FEATURED DRESSES

Health, fitness and lifestyle publications are falling in love with the Boobband™ and the freedom it's offering active women worldwide.

WE'RE TRENDING

From active mums to athletes, celebrities to bloggers, social media's gone crazy for Booband™

"Today, I was literally in the driveway ready to leave and my booband arrived. I put it on and ran. Oh. My. Gosh. Where have you been my entire life?!"

Patti W-M / amazon.com

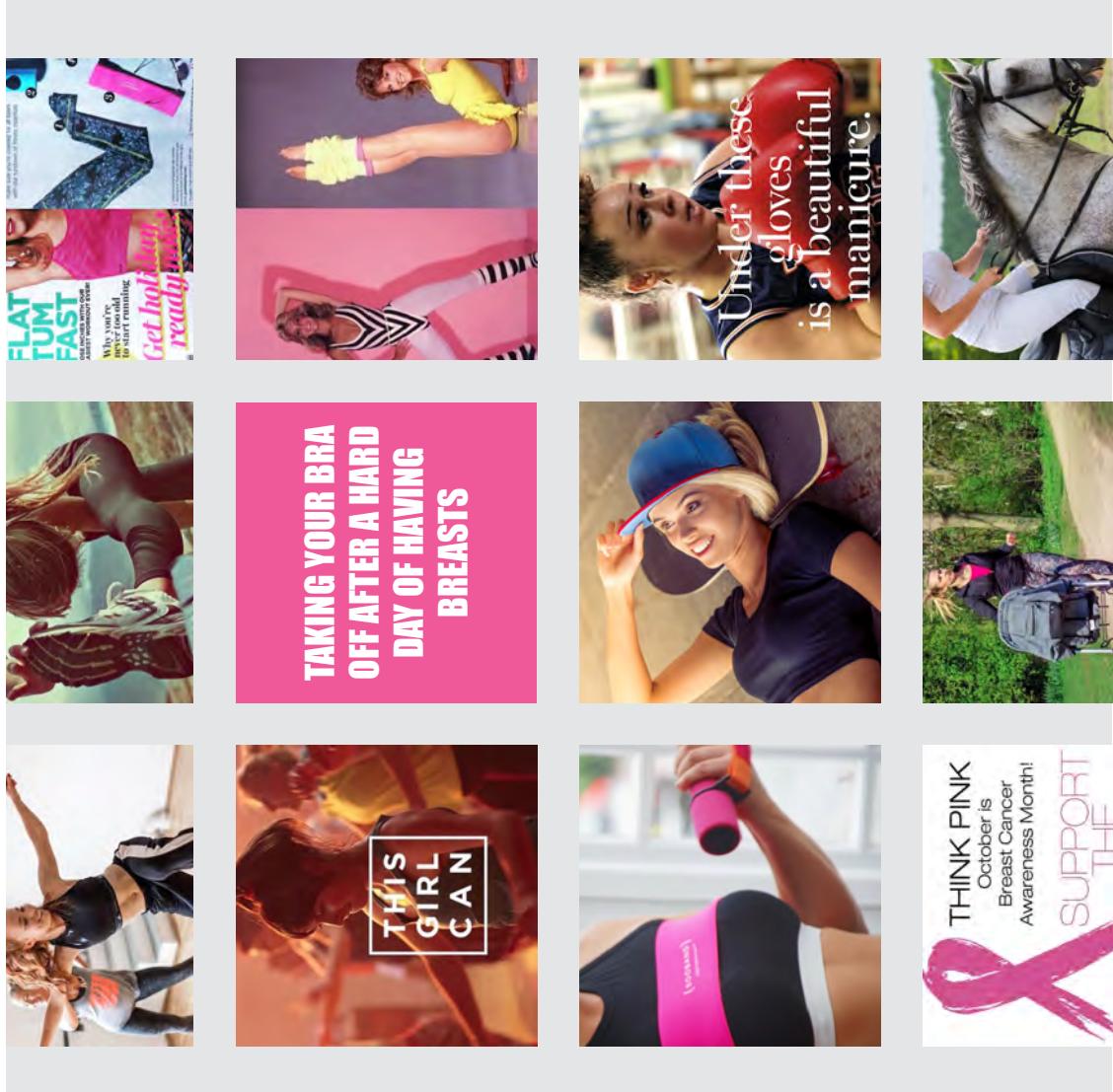
"Absolutely love this product would recommend it to everyone. Thank you for manufacturing a product that not only looks after our assets but will provide fuller figure girls with more confidence whilst running."

Ashlyn D / runnersworld.com

"Great product for running. Really clever but simple idea. Easily adjustable, all women who run should be wearing this!"

Eve / Buzzfeed

#BOOBAND



WHY BOOBAND?

The Booband™ is designed to reduce vertical and lateral movement of the breasts during sporting activities. Whilst it has its roots in the medical support world, the Booband™ has been developed for modern activity and exercise using scientific research to ensure superior performance and fit.

- Reduces vertical and lateral movement
- Prevents injury, ligament damage and sagging
- Improves overall posture
- Increased comfort and performance
- Supports breasts of all size



GET IN TOUCH

For all press, media, distribution
and retail enquiries contact

support@theboobband.com



[facebook.com/LoveBooband/](https://www.facebook.com/LoveBooband/)





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