

ALTERNATIVE HEALTH & REHAB. CENTRE, PLLC
Alternative, Complimentary and Preventive Health Care Services
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The Abused Bust -

Is that “Wonder Bra” causing you back, neck, arm, or posture problems?

Do you have shoulder pain?, Do you slump or slouch over a lot?, Are your breast sore and tender long after your period?, Are they heavy and uncomfortable?, Do they just hang there without firmness and presentation?, Do they no longer look good in dresses?, Do they have to be shaped by the bra instead of being supported?, Does your spouse no longer look at you with sexy eyes when you walk in front of him? If you answer “Yes” to any of these questions, you may want to consider the following.

85% of adult women are wearing the wrong bra for their bodies needs and shape!

What bra do you wear?

1. The poorly fitted Bra - too small (bulging out the sides), too big (breast are saggy), poor coverage (small area does all the support).
2. The padded Bra - used to enlarge the look, but create increased heat, restricted skin perspiration and cooling problems, restricts the breast from adapting to monthly tissue changes, retains toxic waste longer, and contributes to cyst formation and possibly cancer development.
3. The shoulder strap Bra - causes increase weight bearing on the clavical, leading to adaptive bone deformities, interferes with the nerve complex to the shoulders, arms and hands. Adds to the rounding and slumping of the posture, eventually causes restricted lung capacity and deformity of the upper back.
4. Bras with under wires - interferes with the lymphatic drainage of the breast, causes compression on the muscle of the chest, interferes with breast circulation, contributes to cyst formation, waste build up and toxic accumulation. (Heath professions voted the worse bra).
5. Bras with elastic straps - separates breast tissue into sections causing interruption of blood supply, oxygen and nutrients, leading to localized tissue damage and sagging, unshapely breasts.
6. The “Sports Bra” - designed to restrict any uncontrolled bounce/movement. Complication due to over compression of the breast tissue, leading to restricted nutrient flow and lymphatic drainage during the exercise/sport, tends to force breast tissue into un-natural positions under the arms and up to the shoulder region. (Voted number two of the worse bras on the market).

The breast can deal with the occasional use of the above bras, but in today’s society, the use of these types of bras has become the norm and that’s the problem. Like high heels and back packs, long term use of these types of bras, causes structural deformities that must be dealt with for a lifetime.

Your bra should be fitted to you, not you to the bra. It should be designed for your "body type", your unique posture, your breast shape, size, fit, health and desired look, not forced into un-natural positions.

The particular bras, that we recommend, have special features built into them. 1) A superior support mechanism describing as a shelf bra. 2) A built-in suspension mechanism to further substantiates the support. These features provide the best support, comfort and structure on the market today, without the need for an under wire to confine and force the breast material into and out of the bra. These bras are then 3) Fitted to "your BODY TYPE" (anatomically evaluated and fitted to fit the structure of your particular body).

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Healthy Bra's cont.

As a result, this bra design works naturally with your chest structure, muscle, posture, unique biomechanics of weight and motion, physiology, circulation and the breast lymphatic system in its ability to support the breast tissue and the normal breast metabolism. As a result, these bras are a superior design in comparison to most bras and superior to 90% of the retail bras on the market today.

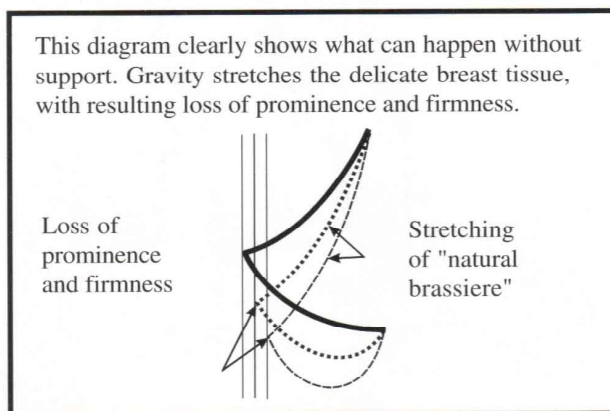
The bra takes into account the proper anatomical support, ease and comfort of daily functioning and movement. These bras are the best choice for support and fit because they support without under wires and are available in more sizes than department store bras. The design incorporates a drop down cup which allows the entire breast to be supported by the cup, and supported by both the cup and the band, relieving the stress on the straps and on the shoulders. Unlike the spandex type of "sports bras", which compress the breast tissue against the rib cage, the engineering and design of these bra's lifts the tissue with the patented Shelf Support™, resulting in a more true sports bra. Because of the superior support of these bras, in 1989, they were recommended by Self magazine as "Sports Equipment for women".

These bras are designed to be worn in a manner so as to relieve shoulder strap stress and upper back stress. This achieves a muscular balance that takes away the physical stressors often experienced with improperly fitted bras and poorly designed bras. By wearing these bras properly, the bra functions also as a posture brace giving the whole body freedom from binding. Resulting in a more natural, unrestricted way of moving and standing.

These particular bras are also designed to hold up more, and hold up longer, than the traditional store bras. The price range is a little more than the high end department store bras, but the bra outlast them at least four to one, provided laundering instructions are followed.

With over 300 size and 1800 combinations and styles to choose from and none of them have an under wire to stick you with, the correct bra for you, should be easily found!

This bra is a patented design bra with no under wires, stays, gel or padding that combines comfort, support with elegant styling, and gives you a garment that makes you feel and look your best while directing your breast tissue into the proper position for nutrient exchange, health and attractiveness.



Features of the Healthy Bras:

- Superior Support
- No Underwires
- More band Sizes
- More cup Sizes
- Better Support

Weak structural support is epidemic

Lifestyle, diet, profession, repetitive motions etc. all contribute to how well the human frame is supported against gravity. The more stress on the frame, not properly offset by functioning postural muscles allows for a slow collapse forward and downward.

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Healthy Bra's cont.

This affects the proper functioning of the spine (bones, muscles and nerves), the communication network (nerves), the body's energy and waste removal systems (blood and lymphatic circulation) and the body's life force (the breathing mechanism; the diaphragm). Look around and you will see weak structural support is epidemic.

Proper Postural Alignment, effects the gravitational load or "stress" on the body

To support the breast tissue, women have used the bra for centuries, with very little thought to comfort and breast physiology. With the healthy bra, the breast are not interfered with in their normal development and function. Indeed a proper fitting bra can and does support the proper spinal alignment assisting the muscles in "remembering" what to do. Postural muscles need stimulation to bring them back into action. As the bra supports the breasts and reinforces the proper postural alignment, it effects the gravitational load or "stress" on the body. So a properly fitting bra can affect a host of "gravitational stress symptoms" such as muscle and nerve pain, rotator cuff injuries, osteoarthritis, poor circulation, poor lymphatic drainage, poor and limited oxygenation of the tissue, neck and upper back pain, pinched nerves into the arms, tension headaches, etc. Who knew that these things could have any relationship to a bra! We are not recommending that women wear bras if they do not want or need to. But if you do wear one, you do not need other problems too.

The breasts have no muscle and rely on the chest and back muscles and the chest's ligaments for support. Gravity is going to effect them. When your body is balanced gravity stress is amazingly balanced. Many patients that we see have not felt balanced for a very long time. Even kids these days are starting their lives with unnecessary structural stress due to poor chairs at school and heavy backpacks of books.

The secret of this patent bra design is that it positions and support the breast tissue while also enhancing proper postural support, proper circulation and lymphatic support.

Generally store bras offer support through the lift from the shoulder straps, the wire underneath or the tightness around so nothing moves. Almost all bras retail store bras offer these support designs.

The healthy bra is impressive by what it is not doing. This bra does not inhibit the natural body's cellular function or waste removal through the lymphatic system. It has been well researched, that trapped toxins within the body contribute to a host of health concerns. Trapped toxins add to a sluggish internal environment, a poor functioning immune system, auto intoxicification, increased body fluid weight and possibly breast cancer.

Health Professionals recommend: that women stop wearing restrictive or poorly fitted bras due to the harm that they can produce to the breast tissue. These include under wire, sport and unsupported bra's.

Dr. Christian Northrup, author: Women's Bodies, Women's Wisdom & The Wisdom of Menopause states: "Stop wearing an under wire bra (at least most of the time). Too often this kind of bra cuts off circulation of both blood and lymph fluid around the breast, chest wall and surrounding tissue."

Carol Stillman, Physical Therapist, Sutton Place Physical Therapy, N.Y. City

"Without a "proper bra", 70-80 lbs. of force can impact the breast tissue with every step - even more so for larger-breasted women". Repetitive bouncing leads to overstretching of the Cooper's ligaments - the fragile, non-elastic connective tissue that supports the breasts - which in turn can cause sagging and soreness“.

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Healthy Bra's cont.

Maria Monti, Postural Therapist/Wellness Coach, The Mobile Therapy Clinic

"Without adequate support, women may also develop poor posture, experience neck, back and shoulder pain."

Dr. John Lee author of "What Your Doctor May NOT Tell You About Breast Cancer"

"Although research has not proven that under wire bras cause breast cancer, common sense says that if you don't block lymph gland circulation from under your breasts with an under wire bra, it is going to be better for your breast health." "There is no reason to wear an under wire or even a tight bra every day."

Here at the Centre, we can schedule the posture specialist to come in on one weekday Evening or a Saturday per month for sizing the correct bra for you. The bra can be considered a medical expense, for tax purposes, if you have neck, shoulder or upper back problems or arthritis.

Summary - The Healthy Bra

Physical Benefits:

- 1) Allows for proper nutrient and lymph flow,
- 2) Helps upper back posture,
- 3) Reduces neck, shoulder, arm and hand stress,
- 4) Helps improve circulation
- 5) Helps distribute breast tissue and breast weight more equally to the suspension ligaments,
- 6) Helps reduce water retention and tenderness,
- 7) Takes pressure off diaphragm and lungs,
- 8) Minimizes exercise bounce,
- 9) Minimizes shoulder strap grooving,
- 10) Is fitted for your body, not to your body.

Aesthetic Benefits:

- Flattering Fit,
- Instantly Slimming,
- Naturally Lifting and Positioning,
- Comfortable "fit-like-a-glove" feeling,
- Confirm your True Bust Size.

Cost:

Bra Prices are based on Cup Size. Prices range from: \$45.00 - \$105.00,
Plus a \$15 charge for the postural therapist evaluation and fitting - by appointment,
(\$35 charge if the fitter has to go to your home).

Over 300 sizes and 6 styles to choose from.
The right bra will make you feel good and will last for years!