

STYLE CANADA PRESS RELEASE

5.3 Million Solutions for Women who Suffer from the Problem of Slipping Bra Straps

By: StrapDoctor

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A Prince Edward Island company that manufactures a remedy to the “Slipping Bra Strap Syndrome” is now doing a massive give away of their product, StrapDoctor™.

Owner Paula Fraser says “My goal is to cure all women of this affliction!” With a reported 53 percent of all females suffering from falling bra straps, Fraser says that equates to around 5,300,000 females in Canada between the ages of 25-65. “That’s a high enough number to be considered an epidemic!” she adds.

Fraser has seen television ads that sell products designed to keep bra straps in place. Since Fraser thinks her product is easier to use and more effective, she decided to let women try it for themselves.

When asked how she give away over 5 million packages, Fraser says that she is using funds that would typically be spent on traditional advertising. “Besides”, she responds “once women try StrapDoctor, and it cures their Slipping Bra Strap Syndrome, I know they will become loyal customers”.

Her patented product, StrapDoctor, is a small piece of material that attaches to the underside of any bra strap, to prevent slipping. Invisible and reusable, it’s proven to be a big hit with women everywhere, having been shipped to all over North America and Europe, with glowing testimonials.

Women who are fed up with their slipping straps and want to try the product can go to the website, www.strapdoctor.com and request their free sample. The free sample is actually a package containing 2 pairs of StrapDoctor, worth \$9.95 retail. The promotion will run until May 1st, 2009. The only cost is \$3.00 for shipping.

.One recent email from a customer read “I have spent untold amounts of money on bras and other “fixes” that have not worked. This simple product has eliminated a problem I have endured for YEARS!”