

**THE FRONT CLOSURE SURGICAL BRA DESIGNED BY A RADIATION ONCOLOGIST THAT'S
PRACTICAL AND PINK!**

Portion of All Proceeds From Breast Cancer Awareness Month Sales Donated to Charity

May 7, 2014 – New York, New York As a radiation oncologist, **Dr. Elizabeth Chabner Thompson** recognized that surgeons in the 21st century were still relying on surgical garments designed in the 1970s. And as a woman who underwent a prophylactic double mastectomy herself, she knew first-hand what changes needed to be made to the unattractive, uncomfortable, impractical surgical bra she had to wear while recovering from her own surgery.

Dr. Thompson designed the revolutionary **Elizabeth Pink Surgical Bra™** with both doctor and patient in mind. Made from a durable yet ultra-soft fabric that allows for mild compression and the right amount of stretch, the Velcro front closure and adjustable, padded shoulder straps, it allows for a comfortable fit for women of all shapes and sizes. The bra also features a patent pending design with lateral/axillary opening for the drain with a strategically placed ring to eliminate the need for a pouch or fanny pack during recovery.

A portion of all profits from retail sales of the Elizabeth Pink Surgical Bra™ sold in October will go to FORCE, a non-profit dedicated to improving the lives of individuals and families affected by hereditary breast and ovarian cancer.

“After surveying patients of breast reconstruction and their physicians, we saw that the surgical bras currently on the market were low quality, poorly designed, cost prohibitive, and caused pain, chaffing and discomfort for users at a time when comfort and ease of use are absolutely essentials,” says Dr. Thompson, MD, MPH. “We’re delighted to offer patients a pretty, comfortable, easy-to-wear alternative with the Elizabeth Pink Surgical Bra.”

Dr. Maggie DiNome, Chief of General Surgery at Saint John’s Health Center said, “We send all of our patients home in an innovative, beautifully and thoughtfully designed surgical bra—the Pink Surgical Bra—so that our patients have all the advantages of a modern age recovery garment. Cutting edge treatment requires cutting edge innovation of accessories that accelerate healing as well. It’s all about healing the patient from the inside and out.”

From East Coast to West, hospitals including St. John’s Riverside Hospital of Yonkers, New York and Saint John’s Health Center of Santa Monica, California, among many others, give the Elizabeth Pink Surgical Bra™ to all of their recovering patients.

The Elizabeth Pink Surgical Bra™ is available for purchase from BFFL Co’s [website](#) and is available in eight different size options.

The Elizabeth Pink Surgical Bra™ solves decades of issues with one simple (and pink!) fix.

About BFFL Co

BFFL Co (“Best Friends for Life”) was founded in 2011 by Elizabeth Chabner Thompson, MD, MPH, a radiation oncologist trained at Johns Hopkins University School of Medicine and the Harvard Hospital Systems. BFFL Co makes products that help patients recover from surgery and

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other medical treatments in comfort and with dignity. BFFL Co products enhance recovery and improve the experience of patients before, during and after hospitalization. For each condition-related BFFLBag® sold, BFFL Co donates 15% of the proceeds to a charity providing research and support for that condition. The complete line of BFFL Co products can be seen and purchased at www.bfflco.com.

About FORCE

FORCE (Facing Our Risk of Cancer Empowered) is the only national non-profit dedicated to improving the lives of individuals and families affected by hereditary breast and ovarian cancer. FORCE provides women with resources to determine whether they are at high risk for breast and ovarian cancer due to genetic predisposition, family history, or other factors, as well as providing information about options for managing and living with these risk factors and supporting women and their families as they pursue these options. Additionally, FORCE works to raise awareness of hereditary breast and ovarian cancer.

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