We’ve got your back... front and middle!

NEW
Anti-Cellulite
Hi-Waist iPant

SHOP NOW

Lingerie Wash Bag
FREE gift with $80 purchase.

*Available online, while supplies last.
HOW IT WORKS

It is recommended to wear the iPant 8 hours a day, 7 days a week for 28 days.

Novarel Slim® test results show most women reported improved appearance, a reduction in thigh measurement and that their clothes felt less tight.

Active ingredients are still present after 100 washes.

LET WACOAL GIVE YOU HOPE ON A HANGER!

www.wacoal-america.com

W 286

LYCRA® is a registered trademark of INVISTA. Novarel Slim® is a registered trademark of NUREL.
Wacoal Debuts Revolutionary iPant New shapewear that works with your body to eliminate cellulite for
www.cnbc.com

Wacoal Debuts Revolutionary iPant New shapewear that works with your body to eliminate cellulite for a smooth,
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LYCRA® is a registered trademark of INVISTA. Novarel Slim® is a registered trademark of NUREL.
iPant Video Script
Length: 52 seconds
Distribution: YouTube; in-store videos for Belk, Bloomingdales, Bon-Ton, Dillards, Lord and Taylor, Macy's, Neiman Marcus, Nordstrom, The Bay, Von Maur

VOICE OVER

Introducing, the revolutionary new anti-cellulite iPant, from Wacoal.

Superior comfort and smoothing, with amazing cosmetic benefits that fight cellulite.

Made with Novarel Slim® nylon microfibers, embedded microcapsules combine the best selections of active ingredients: caffeine, retinol, ceramides, vitamin E, fatty acids and aloe vera. Caffeine is a renowned active slimming agent that promotes fat destruction.

The iPant, with Lycra Beauty Fabric shapes and sculpts as it releases these ingredients into your skin, while you move throughout the day.

The anti-cellulite iPant; let Wacoal give you hope on a hanger.
Wacoal's new iPant offers superior comfort and smoothing along with amazing cosmetic benefits. The iPant is constructed of Novarel Slim® nylon microfibers with embedded microcapsules containing caffeine to promote fat destruction; vitamin E to prevent the effects of aging; ceramides to restore and maintain the skin's smoothness; and retinol and aloe vera to moisturize and increase the firmness of the skin. The iPant with LYCRA® beauty fabric shapes and sculpt as it releases ingredients into your skin while you move throughout the day.
My iPant and I, a Perfect Pair

As national spokesperson for Wacoal, I always have to look my best, which, for me, means slipping into a shaper as often as possible. I know that when I'm wearing Wacoal shapewear, I'll always have a great silhouette. So in January when Wacoal introduced the revolutionary new iPant—with microfibers containing caffeine to promote fat destruction; vitamin E to prevent the effects of aging; ceramides to restore and maintain the skin's smoothness; and retinol and aloe vera to moisturize and increase the firmness of the skin—I couldn't have been more delighted. It was a love affair at first sight (or sit!).

Seasons passed and my iPant collection began to grow. I wanted a pair for every day of the week because I noticed that after wearing them regularly—28 days straight, eight to ten hours a day—my thighs and hips started to look and feel smoother. Even better, (okay, maybe just as good) I discovered that wearing the iPant is ultra comfortable. There have been days when I've had my iPant Long Leg Shaper on from 6:00 a.m. until midnight and never experienced a single tug, roll, or pinch. Who can beat that when you have to be on a flight all night long or at a Little League game that goes into extra (extra!) innings?

Recently, we added a new iPant Hi-Waist Long Leg Shaper to our collection. Try one style or try them both and use the "review" feature on our website to let us know what you think of your iPant. I hope you and your iPant are a "perfect pair" too!

I look forward to seeing you at a fitting, in a store, or online soon.

Liz

http://m.wacoal-america.com/blogger.html