



## NEWS

**For Immediate Release**

August 24, 2011

Contact:

Dawn Cover, Nouvelle Inc.  
757.965.3767 or 888-653-0113

[dawn@nouvelleinc.com](mailto:dawn@nouvelleinc.com)  
[www.nouvelleinc.com](http://www.nouvelleinc.com)

---

## **Rare and Unusual Product Launch by Plastic Surgery Supply Manufacturer Meets Demand for New Buttocks Shaping Procedure**

*-Special Thongs Promote Fast Healing of Simultaneous Procedures: Tummy Tuck (abdominoplasty), Liposuction, and Butt Enhancement via Fat Transfer -*

VIRGINIA BEACH, Va.— Nouvelle, Inc., the nation’s leading compression wear manufacturer, is excited to debut the latest work of its innovative design team—two stunning new garments not readily found in retail establishments and catalogs.

“Technology is advancing rapidly in plastic and reconstructive surgery specialty fields, and we discovered a niche that was not being addressed by the supply industry,” explains Dawn Cover, president of Nouvelle Inc. “As our customer base expanded, it started showing a stark trend toward multiple procedures, which included tummy tuck, liposuction and butt lift combined. Our new full body and abdomen contour thongs offer a beautiful, healing solution.”

### **New Product #1-Full Body Thong**

The full body thong is the ultimate medical-grade garment for women recovering from multiple cosmetic procedures: Brazilian butt lift (buttocks augmentation, butt lift), body lift (belt lipectomy), tummy tuck (abdominoplasty), breast reduction (reduction mammoplasty), breast augmentation (augmentation mammoplasty), breast reconstruction following mastectomy, gastric bypass and a variety of liposuction procedures: stomach liposuction, lipoplasty, suction lipectomy and liposculpture. This compression suit ensures complete coverage of the breast area, abdominals, back, flanks, and abdomen.

### **New Product #2-Abdomen Contour Thong**

The abdomen contour thong provides superior medical-grade compression to support healing tissue where needed, and open, gentle protection of the buttocks to preserve sensitive contours and new curves following the Brazilian butt lift (buttocks augmentation). This exclusive new design is the ultimate compression garment for women recovering from aesthetic procedures such as Brazilian butt lift (buttocks augmentation), tummy tuck (abdominoplasty), hernia operations, and a variety of liposuction procedures.

*(More)*



## Page 2— Rare and Unusual Product Launch by Plastic Surgery Supply Manufacturer Meets New Demand for Multiple Procedures

For more information about distributing or purchasing these new garments, please contact Cover directly via email or phone: [dawn@nouvelleinc.com](mailto:dawn@nouvelleinc.com) or 757.965.3767 or 888-653-0113.

### **Additional Resources**

*Healing Transformations* (<http://nouvelleincorporated.wordpress.com/>)

An online forum dedicated to patients, physicians and families of anyone recovering from the myriad of emotional and physical health issues surrounding aesthetic and reconstructive surgery.

*Nouvelle Inc. Facebook Page* (<https://www.facebook.com/pages/Nouvelle-Inc/199386763420645?sk=wall>)

Look for new products, stories from customers, and helpful recovery tips on Nouvelle's Facebook page. One of the first 100 people to "like" the page will be entered into a special drawing to win a free compression or shapewear product.

### **About Nouvelle:**

Nouvelle manufactures and distributes post-surgical compression wear, body shaping garments, and scar care products worldwide from its facility in Virginia Beach, Va. Its internationally-recognized products are available through approved distributors and online at [www.nouvelleinc.com](http://www.nouvelleinc.com).

For more information about purchasing or distributing the company's products, please contact Dawn Cover via email or telephone.

###