

# Health & Beauty

There are some things only women have to deal with. **Victoria Stewart** finds that, at last, one problem of getting fit has been solved

## BOUNCE FACTOR

**C**OME October, women everywhere will be celebrating. For some, news of the latest over-shoulder-boulder-holder will be no biggie, but for others who know what it's like to go running and be in constant fear of bounce-back, there will be silent thankyou whispers London-wide.

This is because – after months of research – Clare Fallon, Panache Lingerie's head designer, has come up with the ultimate new sports bra, one that she claims will finally eliminate the bounce. Called the Panache Sports Bra, it hits stores in October (£35, panache-lingerie.com) and the hope is that by wearing it women won't have to endure hours of painful workouts, or worry ever again about an embarrassing wobble.

But will the Panache really work and what makes it worth the fuss? Well, following vigorous tests by the Loughborough Sports Technology Institute, fellow tester and sports bra specialist Selaine Saxby, founder of lessbounce.com, says: "We've had

it in. We've tried it. My staff have all pre-ordered [them]. It's comfy, it's well-designed, it does what it says on the tin, which is good as a lot of women have really been waiting for this to come to market."

Saxby definitely understands the value of a good sports bra, adding that the effect of an ill-fitting one is potentially irreversible.

"The primary supporting structures in the breasts, the Cooper's ligaments, can stretch and won't come back up, so you really need to invest in one. Women really

notice a difference when they wear a new sports bra," she says.

The three things to look for are bounce reduction, comfort and appearance which, according to Saxby, you should be able to get by spending about £30. Of course, what you buy depends on your shape, how much sport you do and how many times you wash it.

"Fitting a sports bra is different to fitting a normal bra. During exercise you need to be able to breathe more deeply so make sure you can get one finger behind the strap. For exam-

ple, with a Shock Absorber bra, if you measure 30, you'll need a 34. My advice is that if you want a bra for everything, get one really good one and once it wears down after 30 washes, you can use it for low-impact sports like yoga," Saxby advises.

But while we have a lot to look forward to in Panache's new breast protector, not all of us can fork out £35.

Currently, the most popular range is Shock Absorber, which took two years of biomechanical research,

prototypes, trials and road testing by Olympic gold medallist Sally Gunnell to bring to the market. Since then both Anna Kournikova and champion long-jumper Jade Johnson have both stood for the brand.

Shock Absorber's Julia Nolan says that the team has been committed to investing in pioneering research and design for 15 years and now bestsellers include the RUN (for runners), the MAX (a crop top with an encapsulation bra structure) and the PUMP (with padding).

Other notable contenders include the Berlei Running Bra, which suits horse riders, Triumph's Tri-Action for all-rounders, or the Sportjock Action Bras for younger girls or women doing low-impact sport.

"Of course there are statistics to show how many women need a good bra but, to be honest, an average look in London parks should show you. Four boobs is not a good look and neither is cleavage," says a stern Selby.

And no one wants to be a victim of the quadruple boob, now do they?



**Top tips:** the Shock Absorber Level 4 Bra Top (£30, debenhams.com); Triumph Tri-Action Extreme (£24, lessbounce.com); Sportjock Action Bra (£28, lessbounce.com); Panache sports bra (from October, £35, panache-lingerie.com)