

## Positive Response to SitRelief Shorts in NYC and Hudson Valley

**Irvine, CA, July 28, 2009.** Joann Reina, cofounder of LipoWear, reported that she received a positive response in NYC and surrounding areas during a recent visit. She met with Laura Whitehorn, Senior Editor at POZ magazine, who expressed interest in preparing a story on SitRelief Shorts and their positive impact on patients with lipoatrophy and sitting pain. POZ magazine is a leading online and print magazine for HIV positive people.

Ms. Reina reported that “the comments from volunteers in our clinical trial and subsequently customers have been very gratifying. SitRelief Shorts allow people with a serious sitting pain problem to comfortably participate in everyday activities that mean so much to the quality of life.”

Noting the hard chairs typical in outdoor seating venues like these in historic Bryant Park, Ms. Reina demonstrated SitRelief Shorts in to interested people.



In addition, Ms. Reina met with personnel at the AIDS-Related Community Services (ARCS) in Hawthorne, NY to discuss SitRelief Shorts. ARCS is the largest organization solely dedicated to providing HIV/AIDS services to people in New York's Hudson Valley region.

SitRelief Shorts are a clinically tested padded undergarment designed to provide sitting pain relief to patients who have lost the natural fat cushion in the buttocks which often results in significant sitting pain. This includes people with cancer, HIV/AIDS as well as seniors.



### **About LipoWear**

LipoWear, LLC, develops therapeutic clothing products for selected patient populations, including seniors, cancer and HIV which address specific debilitating problems common to these patient populations. Company founders include Terry Delonas, Joann Reina and Joe Bollert, PhD.

### **Contact info:**

Joe A. Bollert, PhD

Cofounder

LipoWear, LLC

2102 Business Center Dr., Irvine, CA 92612

Telephone: 714-323-2116

Fax: 413-410-0120

Email: [jbollert@lipowear.com](mailto:jbollert@lipowear.com)

[www.lipowear.com](http://www.lipowear.com)