

# FASHION FOCUS

## New Pantyhose And Shapewear Promises Unique Benefits

(NAPSA)—Anyone worried that their little black number is just a little too clingy or concerned that work and family are taking away from their time at the gym can now breathe easier.

Thanks to an increased emphasis on technology and innovation, today, hosiery manufacturers are designing exciting styles that promise to give women the option to sport legwear and shapewear like never before.

Anti-cellulite technology is the new wave in hosiery design and today offers women the promise of smoother, shapelier and more toned legs, with little or no effort. Hanes® Hosiery, for example, has proprietary anti-cellulite technology that's leading the way in helping solve women's firming needs, while simultaneously making women's legs look good and feel great in and out of the hosiery.

How does it work? The styles are infused with all-natural, cellulite fighting ingredients that work to help visibly reduce the appearance of cellulite. These anti-cellulite micro-beads continuously release natural firming ingredients onto the skin making legs and thighs appear smoother, firmer and more toned.

Explained vice president of marketing Nadine Hall, "Dual purpose hosiery helps women save time during their busy day and helps them look good at the same time."

Whether you're looking for a pair of silky pantyhose or legless shapewear, anti-cellulite technology promises to go to work for you, so your figure won't be neglected, and in fact, can look better than ever. The Anti-Cellulite Control Top, from Hanes Silk Reflections®, offers women a silky, sexy, sheer hosiery leg combined with anti-cellulite technology from waist to toe. They



**Anti-cellulite hosiery products help women's legs look smoother, shapelier and more toned.**

come in Barely Black, Barely There, Classic Navy, Gentlebrown, Jet, Little Color, Pearl and Travel Buff.

For women looking for shaping pantyhose, Smooth Illusions® features an Anti-Cellulite Sheer Medium Contouring Leg that shapes, contours and reduces the appearance of cellulite from waist to toe. This style is available in Barely Black, Barely There, Jet, Natural and Sand.

For women who don't want traditional hosiery, there's Body Enhancers®. The collection offers two anti-cellulite styles which include the Firm Control Anti-Cellulite Capri, which offers coverage from waist to below the knee and the Firm Control Anti-Cellulite Mid-Thigh, which offers women control and anti-cellulite technology from waist to mid-thigh. Both styles offer a special massaging design, providing extra anti-cellulite effectiveness where it's needed most. They're in department store hosiery departments in black and nude.

You can learn more about anti-cellulite technology at [www.hanes-hosiery.com](http://www.hanes-hosiery.com).