



New Sport-Inspired Body Shapers Making Over Men

Australian Brand Drives Technological Advances in Men's Underwear



Immediately improving how men can look and feel on a daily basis, Equmen is giving men's health, well-being and image a boost with their **Core Precision Undershirt** and **Precision Underwear**, a range of "quick fix" body-contouring products which offer health benefits while creating a sleeker silhouette and better-fitting clothes.

The hottest launch to hit the shelves in 2009, proving to do everything from instantly slim, to reduce back pain to improve a man's golf game, **EQUUMEN'S** range has been named one of British GQ's picks of the year thanks to its cutting edge design and technology. It has been featured in **Time Magazine, Men's Health, New York Times,**

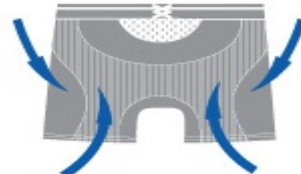
Business Week, BBC Radio, The Guardian, Daily Mail, Allure and on The Doctors, the Tonight Show, NBC, Today and ABC News.

The patented **Helix-Mapping System** embedded in every garment merges physical therapy insights with state-of-the-art sportswear engineering to improve posture, provide core support and visibly streamline the body. "Advanced garment technologies are used in the activewear market to help improve athletic performance," says Michael Flint, spokesperson for Equmen. "We have leveraged these capabilities to engineer garments that can improve men of all shapes and sizes, whether they want to make a confident impression at work, dress for a special occasion, or simply improve everyday ergonomics." "

The result is a range that fuses function with fashion to forge a new generation in men's underwear, delivering a classic look with healthy-body benefits and visible cosmetic improvement. "Our garments can help every man," adds Flint, "We are excited about the innovation that this launch brings to the market."

Saks Fifth Avenue is the first retailer in the United States to carry the line. "We are seeing evolution in the menswear and grooming segments as men are becoming more aware of what it takes to put their best foot forward," says Eric Jennings, Fashion Director. "Women have long had an extensive set of resources in this area. We are very pleased to give men a new, highly effective tool in their grooming arsenal."

The **Core Precision Undershirt** and **Precision Underwear** are recognized as must-have items for savvy men looking to feel their best.



Now available online at www.equmen.com and at select retailers in the US, UK, Australia & South Africa.

Core Precision Undershirt at a glance:

- Improves posture
- Slims and streamlines
- Supports core muscles
- Reduces back pain
- Controls body temperature



- Manages moisture
- Accelerates muscle recovery
- Undetectable fit underneath clothing

Precision Underwear

- Precision-fit pouch
- Improves posture and gait
- Contours, smoothes and lifts
- Supports muscles
- Controls body temperature
- Manages moisture

About EQUMEN

- Equmen is a Sydney-based company specialising in high-performance compression undergarments that leverage sport technology and physiological insights to benefit men from street to sport.
- Equmen stormed the market in 2009 with its Core Precision Undershirt, which has since received accolades from publications including Time Magazine, Men's Health, GQ, Sports Illustrated, New York Times, Business Week, BBC Radio, The Guardian, Daily Mail, Allure and on the Doctors, NBC, Today and ABC News.
- Equmen products are sold online at www.equmen.com and select department stores and specialty retailers in the US, Canada, the UK, South Africa and Australia.

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