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Nanotechnology Meets Style in myLACYS Innovative Moisture-Control Underwear

New myLACYS Panties Tackle a Common Issue for Women

SAN CLEMENTE, Calif., March 19, 2007— Nanotechnology and a unique, patent-pending process are combined in the new myLACYS women's underwear line that provides a breakthrough solution for an annoying, sometimes embarrassing issue that many women encounter. What is it? – Unexpected panty moisture.

For many of the 147 million women across the United States, this is a natural occurrence in one's daily life. Active women, perspiring women, working women, athletic women, PTA women, pregnant women, sneezing women, professional women—all kinds of normal, healthy women, sometimes experience unexpected panty moisture and at the most inconvenient times. Unwanted moisture is not only an inconvenience; it can be a confidence issue that causes many women to feel distracted or self-conscious as they maneuver through each day.

Utilizing the latest in fabric technology, myLACYS developed a patent-pending moisture-protection process to help mitigate this issue. Developed by Southern Calif. businesswoman Carol Barge, the product line offers five of today's most fashionable styles in three colors—something to meet every woman's personal preference. From bikini to boy short, myLACYS are available in black, white and natural for \$19.99 at www.myLACYS.com.

"I am very pleased and proud to be introducing myLACYS to the marketplace," said Barge. "I'm certain women of all types, sizes and ages will benefit from the underwear's unique qualities."

Wanting to empower a woman's confidence, Barge designed and produced these chic panties with a thin pad sewn into the gusset. The built-in liner absorbs moisture between the layers, drawing it away from the wearer while using nanotechnology to create a moisture barrier that keeps the outer clothing dry. The product's nanotechnology bonds the moisture barrier application to the fibers of the fabric, thereby preventing leaks. The application is undetectable and cannot be laundered out of the fabric.

myLACYS provides an alternative to disposable panty-liners while at the same time offering the style women would expect to find from leading undergarment designers. Imagine a thong with a built-in liner so discreet that it is virtually undetectable.

"I was focused on designing underwear to help women with a common issue while still allowing them to wear something that looks and feels pretty," said Barge. "When they put on myLACYS, they can forget about the issue completely."

Barge began researching a new type of underwear because she was unable to find an acceptable alternative to daily disposable liners. Traditional panty-liners are inconvenient, expensive over time, uncomfortable for some and bad for the environment—adding to landfill waste everywhere.

Panties currently available with built-in liners are focused solely on older women who have major incontinence problems. "Although there is a market for major incontinence sufferers, this is not the focus of the myLACYS brand," Barge explained. "There was nothing on the market that I could find for youthful-minded, active women who have *slight* moisture concerns."

Three years were spent on the development of myLACYS, including a market study to assess what women want and expect from their underwear. As part of the process, myLACYS employed Precision Testing Laboratories of Nashville, Tenn., an independent, U.S. government-certified QLL laboratory, to test absorption rates, durability, antimicrobial and moisture barrier properties on numerous fabrics and prototypes. Barge eventually identified the high-tech textiles that are used in the designs today. "It was important to me to have a product with some science and testing behind it," Barge explained.

"I'm now thrilled to offer this product to all the normal women out there looking for an alternative to daily disposable liners," said Barge. "This is a great opportunity to provide both convenience and a product that gives women the confidence to go about their daily lives in a worry-free way. Whether they are traveling, exercising or making a presentation at work in front of a room full of their colleagues, they won't be distracted."

About myLACYS

Created by innovator and entrepreneur Carol Barge in San Clemente, Calif., myLACYS is an underwear line offered as a breakthrough alternative for women who purchase daily, disposable panty liners. Utilizing high-tech, anti-microbial and odor-reducing fabrics, this underwear is designed to provide protection for women as they go about their daily activities. Designed with fashion in mind, myLACYS underwear's patent-pending innovation is a thin sewn-in panty-liner that quickly absorbs and traps unwanted moisture to keep women dry, confident and worry-free. Unlike disposable panty-liners, myLACYS are washable and dryable, making them friendly to the environment. For more information on myLACYS, call toll-free (800) 968-4098 or visit <http://www.myLACYS.com>.

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