

# AVON *foundations*

## Perfect Fit Guide

To help your Customer find her perfect fit, use this guide:

While wearing a bra, wrap a tape measure snugly around your rib cage, directly under the bottom bra edge (see top picture at right). The tape should be snug, but not tight.

- Now, add 5 (for example, if you measure 29", add 5 = size 34).
- If you measure over 33", add 3 = size 36. If the total adds up to an odd number, such as 37, try the next size up (size 38).

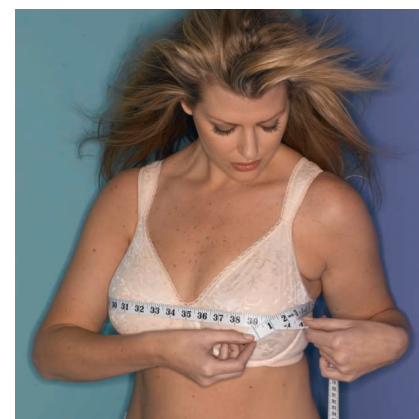
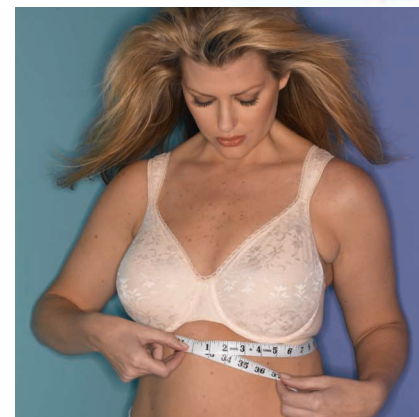
This is your bra number (32, 34, 36, etc.).

To get your cup size, measure over the fullest part of the bust, as shown in the bottom picture at right. The difference between this measurement and the bra number is your cup size (see chart below):

If the difference is:	Your cup size is:
Up to ½"	= Nearly A Cup (NA)*
1"	= A Cup
1-1½"	= Nearly B Cup (NB)*
2"	= B Cup
2-2½"	= Nearly C Cup (NC)*
3"	= C Cup
4"	= D Cup
5"	= DD Cup
6"	= DDD Cup

Example: Your bra number is 36 and your bust measurement is 38. Subtract 36 from 38 and you get a 2" difference. 2" = B cup. Therefore, your correct bra size is 36B.

\*The Playtex® Thank Goodness It Fits® Bra offers bras in half sizes (NA, NB and NC).



## Did you know

that the average woman buys six bras a year?  
Now she can buy them from you.

What are the advantages of buying bras from Avon?

- She can shop in the privacy of her own home—no crowded stores, no searching through racks, no dealing with salespeople.
- Different bras enhance different outfits. When she tries them on *at home*, she can try on different bras with all her key clothing to see which bras work with which clothes.
- To create the essential bra wardrobe, she can choose from a full range of sizes—even hard-to-find sizes—in a choice of colors and styles.
- Through C-16, she'll get 2-for savings on the bras she needs—she can mix or match styles, colors, brands or sizes.
- You can help her get a perfect fit with our Perfect Fit Guide—she'll never find that in a department store!

### Your supporting role

Not sure how to talk to your Customers about bras?  
Here are a few key points to get you started.

- If you're constantly pulling your straps up in the front to get better support, you need a new bra—or one that's more supportive!
- A bra should be level from front to back. Look in the mirror to see if it's even.
- Different bras enhance different outfits. It's smart to try on a bra with the various styles in your closet to see which bras work with which clothes.
- When you try on a bra, sit down to see if it digs into you or binds.
- Straps should be adjusted to ensure that placement is midway between the shoulder and the bend in the elbow.

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