

# INGENIOUS IDEAS DEPARTMENT

## Be You, Only Better

(NAPSA)—Even if you don't have it, you can flaunt it, thanks to a famous Hollywood lingerie manufacturer.

Women have found a way to get that sexy, curvy look, without paying for expensive surgery.



**Called glamorous and sexy, new liquid lift bras are lifting many women's spirits.**

A Hollywood icon and the famous leader in lingerie design has created a "new water bra wardrobe" for the twenty-first century. These revolutionary new bras are all engineered with alternative padding, including a new form of "whipped" liquid silicone. These liquid bras are said to be sleekly designed, fit like a dream and come in an array of spring colors and a re-designed padding system for an extra "up" look many women are seeking.

The bras are a step beyond the very successful and bestselling H2O Water Bra and the recently released Liquid Kiss.

Each bra is designed to create maximum cleavage with the most natural look and feel. In all, the wardrobe of innovative yet functional bras will be available in a half a dozen styles and more than six fun and creative colors. Comfort is the number one factor built into these products, it is not forsaken for beauty.

Frederick's of Hollywood has been the leading innovator in the lingerie industry, creating many of today's lingerie staples. Styles can be found across the country in 200 stores, by catalog or at the Web site, [www.fredericks.com](http://www.fredericks.com). Called glamorous and sexy, new liquid lift bras are making women feel great about themselves and lifting their spirits too.