

New Intelligent and Stylish Apparel for the Hot Flush

Submitted by: Become

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Become, the coolest hot flush brand on the market, launches The New Menopause. Not submitting to traditional stereotypes of the menopause, Become has rocked the boat with the most stylish campaign for hot flush apparel - ever.

Too often, the menopause is seen as a time when women wind down, when they stop being sexy or cool, but Become thinks differently. All women will experience the menopause at some point and around 75% of women will be affected by hot flushes. This means that as many as 10m women in the UK are dealing with this right now. Become is built on the belief that women of all ages will achieve great things and they don't need to be held back by something as common as a hot flush.

Women can begin peri-menopause, the period when hot flushes are most likely to be an issue, as early as mid-30s, but because it's seen as something that happens to when you go grey, symptoms can go undiagnosed for years. For some women, the hot flush can last for a decade or even longer, so it is astonishing that nothing has been developed to tackle this yet. Become is, for the first time, taking the heat out of the menopause with a truly stylish solution. What was once a debilitating by-product of the menopause is now manageable, with specially developed basics that keep women cool and comfortable, in the most stylish way.

The patent-pending Anti-Flush Technology™ has been specifically built to manage the experience of the most common menopause symptom. Scientifically developed fabric technologies address sudden surges in heat, profuse sweating and extreme chilling sensations associated with the hot flush. The seamless knit technology wicks moisture and heat away from the body as temperature increases. When the body begins the rapid cool down, it transfers the heat back to prevent the chills while keeping the moisture at bay. Designed to be able to wear alone or paired with a layered outfit, the Become range will suit all shapes and in any style.

The New Menopause campaign features 40+ models and can be viewed here <http://bit.ly/2zOqbRk>

The full range of basics available include a tank and pants in two colours; black and biscuit, and a range of sizes from www.webecome.co.uk with free shipping for a limited time in the UK.

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For samples, to test the product or to arrange a reader review please contact annab@webecome.co.uk or call her on 07872309170

Notes to Editors:

Founded in 2016 Become™ is a women driven startup incubated by a Sri Lankan Apparel Manufacturer that developed the technology for intimate-wear brand Icon and produces THINX period-proof panties. They are an award winning, ethical manufacturer that specialises in next-to-skin clothing and employs over 70% women.

They are passionate about bringing intelligent apparel solutions to women by women.

The apparel range has been ideated in London, tested in Germany, and manufactured in Sri Lanka. It brings symptom-led technology products to help women better manage the Menopause. The first products in the range, available from 18th October, are a tank and pant available in two colours and a range of sizes.

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