



SLEEVE-LUTIONS TM PATENT PENDING

CONFIDENTIAL...

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THE PROBLEM..

- ❖ The 'Perfect Little Black Dress'? Almost perfect ... but sleeveless. Why is that all those sexy LBDs are made for women with toned, smooth, arms?
- ❖ Even after dieting, exercising and lifting weights, toddlers, and groceries, those svelte arms seem to elude us.
- ❖ Dresses with sleeves are often matronly and dowdy. Stylish, little numbers can leave you feeling too exposed for comfort.



THE “SO-LUTION”...

- ❖ Made from a comfortable, breathable stretch fabric, **SL Sleeve-Lutions** TM Patent Pending are a seamless camisole with an array of flattering sleeve choices including mesh, lace, chiffon, fitted, and flutter three-quarters.
- ❖ **SL Sleeve-Lutions** TM Patent Pending makes the perfect sleeveless LBD wearable by real women with real arms.
- ❖ One perfect LBD is transformed with **SL Sleeve-Lutions** TM Patent Pending into two, three, four or more little black dresses!

SL

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Chiffon Flutter,
also available in Lace



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Stretch Lace Bracelet



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Mesh Long



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Lace Gathered



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THE CREATOR...

Rada Panich, the creator of Sleeve-lutions, is a board-certified veterinarian by day, a solution-garment designer by night. After growing up in Africa, Panich attended Cornell University. An intellectually curious person, she also received a law degree from Brooklyn College. Panich is a partner in a veterinary practice in New York City where she specializes in veterinarian dermatology. She is also the mother to a teenage son. And she has a third passion: the tango.

Drawn to the beauty and elegance of Argentine Tango, she became a passionate tanguera, a dance form that demands dedication, body awareness, and perseverance, traits she also needed to become an entrepreneur. Looking one's best is part of the aesthetic of the tango and Panich realized that despite cardio and weightlifting, not to mention lifting her animal patients onto examination tables dozens of times a day, her arms were not her best feature. Thus began her quest for a solution, or, as she began to call it, a Sleeve-lution. Panich experimented with fabrics, cuts, styles, camisoles and even panty-hose worn with a hole cut out for the head and sheer sleeves fashioned from pantyhose legs, much to the amusement of her son. Once she found the right design and armed herself with Sleeve-lutions, her confidence on the dance floor soared. Time and again, women complemented her on her dresses and she freely revealed the smoke and mirrors behind the outfit – “it’s not really a dress you see, it’s Sleeve-lutions”. Panich had a Eureka moment when women began to ask where they could purchase this item. She realized that despite the growing popularity of solution garments to improve the look of our thighs, tummy, waist, boobs and derriere, there was no help for our arms. And so Sleeve-lutions was born.

For Panich, singing in the church choir, playing piano and dancing tango have replaced her youthful activities of wind-surfing, skiing and riding horses. Like all women, she knows that our bodies change and we adapt to these changes by embracing who we are. But Panich also knows that her confidence and energy are even greater than they were in her youth. And she wants to help other women find that self-confidence and sense of beauty.

An ardent animal lover, Ms. Panich supports numerous animal charities and was recently appointed President of Fiona Animal Refuge. Part of the proceeds of each sale of Sleeve-lutions will go toward the support and well-being of animals.



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DEMOGRAPHICS...

- ❖ Women of a 'certain age' / baby boomers
- ❖ Readers of magazines : More / Oprah / Style /
- ❖ Buyers of Spanx and other 'solution garments'

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THE CLOSE...

We've earned the right to "bare" arms but we may choose not to!

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