

Bikini Blues? Skineez Skincarewear™ Has Launched at Macy's Just in Time for Bathing Suit Season



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Press Release Summary: Women's shapewear uses revolutionary technology to reduce the appearance of cellulite

Press Release Body: NEW YORK – With the summer season in full swing, Macy's has launched **Skineez Skincarewear™**, a new women's shapewear solution designed to smooth skin and help reduce the appearance of cellulite while you wear it. Created by **Clothes For A Cause®** and available exclusively at Macy's and on macys.com, the new line of women's shapers offer the luxury of skincare and body contouring through pre-treated shapers that moisturize and smooth the skin.

Developed to combine cosmetics and textiles to create a variety of benefits for the wearer, **Skineez Skincarewear™** is the only seamless slimwear garment pretreated with **Skintex®** – a revolutionary patented technology for embedding fabrics with microcapsules that contain natural-based ingredients that continuously moisturize and smooth the skin while helping to reduce the appearance of cellulite.



Skineez Skincarewear™ was created by **Clothes for a Cause®**, a multi-divisional women's apparel company that raises funds for women's health and will be focusing on **Remote Area Medical (RAM) Volunteer Corps**, the largest free health care clinic, which provides mammograms for women in need.

"Body shapers continue to grow in popularity and demand among our customers," said **Muriel Gonzalez, senior vice president of intimate apparel, Macy's Merchandising Group**. *"The launch of this line represents a new era in undergarment and shapewear offerings, combining cosmetic benefits with desired daily contouring. This technology has been a hit in Europe, and we are excited to be the first to bring it to market in the U.S."*



The **Skineez Skincarewear™** garment is packaged with its own bottle of **Skintex® skincare spray** that can be reapplied after 6-10 washes to continue to produce results as long as it is worn. Each garment also has built-in "compression points" for extra contouring where needed most.

*"Women need a way to easily and effectively help to improve the appearance of cellulite, which is what **Skineez Skincarewear** is designed to do just by wearing it or even sleeping in it,"* said **Michelle Moran, CEO and founder of Skineez Skincarewear™**. *"Women will be able to give their body a slimmer, more contoured look, while helping to smooth the appearance of cellulite and moisturize their skin, all at the same time and with one garment. No messy creams, no expensive spa treatments. Finally!"*

The new line includes both a **Thigh Slimmer and Waist Slimmer** in nude and black. The starter kit, including a small bottle of **Skintex® skincare spray**, will retail for \$68, while the **Skintex®** formula will also be sold separately for reapplication for \$20. The **Skintex® spray** only works on **Skineez Skincarewear™** garments because of the unique weaving of the fabric that holds the microcapsules.

*"**Skineez Skincarewear™** products address two major concerns for women. Not only does **Skineez Skincarewear** provide customers with safe solutions to skincare worries, but we also support and raise proceeds and awareness for women's health. As our sales grow, so will our ability to help RAM help others,"* Moran said.

About**Skineez****Skincarewear™**

Skineez Skincarewear™ is a unit of **Clothes for a Cause**, a division of the **Legends & Heroes Corporation**, which was founded in 1996 and works with non-profits and charitable organizations to promote social good. Other collections under the **Clothes for a Cause** brand include the **Heroes Collection** (which raises funds for children's causes), the **Pink Ribbon Collection™** (which raises funds for women's breast health and education) and the **Red Dress Collection™** (which raises funds for women's heart health).

**About****Macy's**

Macy's, the largest retail brand of **Macy's, Inc.**, delivers fashion and affordable luxury to customers at more than 800 locations in 45 states, the District of Columbia, Puerto Rico and Guam. Offering distinctive assortments including exclusive fashion and home brands, Macy's stores are operated by four regionally based retail divisions – Macy's East, Macy's Florida, Macy's Central, and Macy's West – and an online store at macys.com.

For Macy's media materials, please visit our online pressroom at www.macys.com/pressroom.

For additional information about **Skineez Skincarewear™**, please visit www.skineezskincarewear.com.

Web Site: <http://www.skineezskincarewear.com>

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