

“The Doctors” Star Sports New, High Performance Lab Coats Designed by Medelita



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Press Release Summary: Medelita’s breakthrough performance lab coat works overtime on the new medical TV show set



Press Release Body:
San Clemente, Calif.,
December 15, 2008 —
Medelita™, maker of
breakthrough medical
apparel for female
clinicians, announced
today that Dr. Lisa
Masterson of the CBS
television show, “**The
Doctors**” wears a
new, [high performance
lab coat](#) designed by
Medelita. Specializing
in obstetrics and
gynecology, Dr.

Masterson is one of four distinguished physicians who discuss various health related topics and answer questions from viewers. The new television show, which debuted in September, 2008, is produced by Stage 29 Productions and distributed by CBS Television Distribution. Jay McGraw, Carla Pennington and Dr. Phil McGraw are executive producers.

*"The Medelita lab coat was chosen for its aesthetic appeal as well as for its performance during long days on the set," said **Amanda Linton**, "The Doctors" costumer. "A medical environment is where uniforms are really road-tested, but in television, it's all about the style and that's where the Medelita lab coat meets both criteria."*

In addition to her regular appearances on **"The Doctors,"** Masterson is on staff at Los Angeles' Cedars-Sinai Medical Center and maintains a private practice in Santa Monica. The telegenic doctor can be seen regularly on the syndicated series along with three other physicians: Dr. Travis Stork, who was ABC's "The Bachelor" in Paris; Plastic Surgeon Dr. Andrew Ordon; and Pediatrician Dr. Jim Sears, of the renowned Sears family of pediatricians.

The lab coat used on the set of **"The Doctors"** is designed by **Medelita**, a uniform company, founded by a practicing physician assistant, that specializes in high-end scrubs and lab coats for female clinicians — physicians, physician assistants, and nurse practitioners. Made of high tech fabrics that possess a breakthrough combination of properties, the Medelita lab coat is designed to repel fluids and retards wrinkles. Exposure to heat from an iron or dryer recharges the fabric's stain fighting ability.

*"We are flattered that our [lab coat](#) is worn by Dr. Masterson on the show," said **Medelita Founder Lara Manchik**. "Masterson is the epitome of a high achieving female healthcare professional — exactly the person for whom I developed Medelita's line of high performance lab coats and scrubs. As a doctor, she has experience and qualifications and, as a TV personality, she will be judged equally on presentation and credentials."*

The philosophy behind the development of **Medelita** was, and continues to be, a desire to create a uniform that aptly reflects the enormous strides that



female clinicians have made in their profession, and the high standards to which they hold themselves. As an emergency room physician assistant, Manchik's own experiences convinced her that the frumpy unisex garb of past failed to convey clinical competence and professionalism. She left healthcare and created Medelita as a departure from the boxy doctor's lab coats – made for the male figure and representative of a time when men dominated all clinical fields of medicine.

Made from high-denier, 100-percent brushed cotton, [high performance fabrics](#). Medelita lab coats are designed specifically for women with a focus on fit and function. The tailored lab coat has a feminine shape with a rounded collar, hidden inside pocket, traditional side slits, and French finish inside seams. The fluid-resistant Medelita lab coat is available in sizes 0 to 20, with optional custom embroidery.

In addition to high quality lab coats, Medelita provides a line of performance women's healthcare apparel, including [clinician scrubs](#) and nursing scrubs, which are available for purchase at www.medelita.com.

About

The

Doctors

From the creative team behind the long-running hit series "Dr. Phil," "The Doctors," does for health care what "Dr. Phil" has done for down-to-earth discussions of emotional and psychological issues. The series' experts, ER physician (and former ABC "Bachelor" in Paris) Dr. Travis Stork, obstetrician and gynecologist Dr. Lisa Masterson, plastic surgeon and reconstructive surgery expert Dr. Andrew Ordon and pediatrician Dr. James Sears, focus on the compelling, real-life experiences of the show's guests and then weigh in, disseminating valuable information about health, medical care and drugs in a compelling, informal, easy-to-understand and entertaining format. "The Doctors," taped in front of a live audience in Hollywood, is produced by Stage 29 Productions and distributed by CBS Television Distribution. Jay McGraw, Carla Pennington and Dr. Phil McGraw are executive producers.

About

Medelita

Medelita has one purpose: to reinvent the way women of all healthcare professions present themselves at work by offering the highest quality, best fitting, and most comfortable medical apparel available, including [lab coats](#), women's scrubs and [nursing scrubs](#). Medelita caters to professional women who want their uniforms to embody the poise and confidence already displayed from within. For more information, visit our website at <http://www.medelita.com> or call (877) 987-7979.

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

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