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**SIGVARIS**  
LIFE FOR LEGS

## **Improvements to the 120 Sheer Fashion Line – January 28, 2010**

On February 8th, SIGVARIS will implement improvements to our 15-20 mmHg 120 Sheer Fashion series, specifically to the sizing of the Knee-highs and Thigh-highs. Currently, our Knee-high is measured by Shoe Size and our Thigh-high is measured by Height & Weight. Moving forward, these two Sheer Fashion styles will be measured by Ankle Circumference.

### **Why we made this change:**

We always welcome your comments, and appreciate your supportive feedback regarding the Sheer Fashion series. Based on your comments, our Research and Development department analyzed a significant amount of sizing data. The data from this study has shown that the best results for fit and compression for the new Sheer Fashion Knee-high and Thigh-high require an ankle circumference measurement instead of a shoe size or height and weight. Because of the remarkable sheerness of our Sheer Fashion, there is much more elasticity in the fabric, and this allows a wider range of sizes of calves and thighs to be properly fitted with only an ankle measurement. For Pantyhose & Maternity Pantyhose, the size chart will remain the same because the wider size availability and narrower ranges ensure a proper fit.

**Please note that all other Support Therapy 15-20 mmHg socks will still be measured by Shoe Size.** After testing these products with the sizing data, compression strength and fit are guaranteed to fall within their stated range. Again, the elasticity of the new Sheer Fashion fabric is what led to the changes made to the Sheer Fashion Knee-highs and Thigh-highs.

Other changes: We adjusted the foot length on the Sheer Fashion to improve comfort. We have also improved the Grip-top of the Thigh-high to accommodate many different thigh sizes while maintaining a precise fit. Because of this improved Grip-top, the ankle circumference is the only measurement needed for the Sheer Fashion Thigh-high style.

### **What about product in your current inventory?**

Your existing inventory can still be measured using the previous sizing charts (charts using shoe sizes), or you can also use the Ankle Circumference measurements that have always been available on the side of the Sheer Fashion boxes to ensure accurate compression.

The new sizing chart is color coded to match the specially-designed measuring tape that will make it easier for a consumer to conveniently determine their Sheer Fashion size in Knee-high or Thigh-high. These changes are great improvements to a line that has already received very positive feedback and acceptance in the market place, and we are excited about how these improvements will best continue to serve you and your customers.

As always, we thank you for your continued support of SIGVARIS and your valued feedback.

With kindest regards,



Byron MacPhee, Vice President of Sales