



MUEHLMEIER
ENGINEERS IN BREASTSHAPING

PRESS RELEASE

December 8, 2020

MUEHLMEIER Breastshaping launches revolutionary toxin-free M-iFoam Padding

Friendly on your skin! Friendly to the planet!

With this latest innovation, MUEHLMEIER succeeds to offer a real alternative in Breast Padding for Lingerie & Swimwear. It is **environmentally friendly** and **skin-friendly** at the same time without compromising on **comfort** and **soft support**.

Treat the planet like you treat yourself

MUEHLMEIER has developed its **M-iFoam Padding** to offer environment-conscious buyers a reliable testified high-quality foam for BraCups, which is **free of toxins: free of phenol, formaldehyde and heavy metals**.

In addition, M-iFoam production sets new standards in **green manufacturing** as the production process of the foam will cause a reduced environmental footprint and especially securing water purity. All this is possible because the chemical formaldehyde is not used in the production process at all.

Instead of keeping chemical composition within limits, M-iFoam follows the idea of eliminating chemicals like for example phenol completely from the product.

Since phenol is not occurring as in classical foam, the factor of phenolic yellowing is principally eliminated and keeps the cup in better white.

Soft for the planet! Soft on your skin!

MUEHLMEIER's innovative M-iFoam Padding consists of a unique perforated structure that provides **excellent moisture absorption** by high breathability.

The material is soft and still compact with **Real Natural Breast Feel**. Despite of the softness and delicacy of the M-iFoam Padding, it offers **natural hold by stretch stability**.

About Muehlmeier Breastshaping

MUEHLMEIER is a family-owned German engineering company established in 1949. Since “Wonderbra”, the company is operating on the forefront of innovative BraCups. The decades of professionalism on the Breast Line makes MUEHLMEIER the true Breastshaping specialist. A piece of lingerie is only as good, as the BraCup which is applied.

The **M-BraCups INSIDE** by **MUEHLMEIER** are fitted according to proven standards of electronic Cup-Sizing synchronized with underbreast band sizes. State of the art materials of support are adapted. The leading international supplier for BraCups, ShoulderPads and Bra Components serves 60 countries with more than 32 representatives around the world.

Press Contact:

MUEHLMEIER Bodyshaping GmbH

Gabriele Rubenbauer, MBA

Head of Marketing

E-mail: gabriele.rubenbauer@muehlmeier.eu

Phone: +49 9635 9219 25

www.muehlmeier.eu

Attachments:

- Technical graphic unique perforated structure M-iFoam
- Product image M-iFoam
- Key Visual M-iFoam Promo
- Logo M-iFoam Padding
- Logo Muehlmeier Engineers in Breastshaping