

Medelita Introduces the Elizabeth B. Lab Coat

New 28-inch student-length lab coat answers customer demand for shorter style and is available for pre-order

October 30, 2009 (FPRC) -- Medelita®, maker of breakthrough medical apparel, today introduced the new Elizabeth B. lab coat to its collection of high performance women's lab coats. Shorter than traditional coats, the Elizabeth B. is 28 inches in length and falls just below the hip on a woman of average height. The new, shorter-length lab coat is available for pre-order and will be available to purchase online November 6, 2009.

"The introduction of the Elizabeth B. lab coat is a significant milestone for us in that it answers countless customer requests, expressing the need for a lab coat with modern styling, sensible performance fabric features and long-lasting durability," said Lara Manchik, founder, Medelita. "We chose to name the coat in honor of Elizabeth Blackwell, the very first female medical school graduate who paved the way for women in field of medicine. This appellation also honors customers of Medelita who continue to make significant contributions in their respective medical professions."

At the turn of the 19th century, female doctors did not exist. But Elizabeth Blackwell changed that with her inspiring life's work. Education played an important role for Blackwell, whose father moved the family from England to the U.S. Motivated by the desire to fill the unmet needs of women who preferred to consult with a female physician, Blackwell eventually sought a formal education during a time when medical schools simply did not allow women. Her application to the Geneva Medical College in New York was inadvertently accepted because students and the administration thought it was a practical joke.

Eventually, Blackwell's persistence won her respect, admiration and the first U.S. medical degree awarded to a woman in 1849; however, she was barred from practicing in hospitals and set up a practice out of her own home. Among Blackwell's many achievements was the establishment of women's medical schools in the U.S. and in England. The educational institutions were the culmination of plans co-developed with Florence Nightengale, whom she met during the Civil War. Well into her later years, Blackwell continued to inspire and encourage women to study medicine. Today, women represent more than half of the students pursuing some form of medical education.

The Medelita Elizabeth B. lab coat is designed for those medical professionals who prefer technical advancements – not only in their clothing but also in their lifestyle. The fluid resistant lab coat is treated with Advanced Dual Action Teflon® fabric protector, which allows the fabric to repel and release stains, including blood, while maintaining a clean and crisp, polished appearance. Tailored for a feminine yet professional shape, the coats are sewn in the U.S. and feature the highest quality workmanship available in a medical uniform. Modern styling includes rounded lapels with complimentary pocket detailing, clean finishing of all seams, and a hidden inside pocket for transporting handheld devices and other useful medical tools.

Also called a consultation lab coat, the 28 inch lab coat is worn by students across numerous medical professions — medical school, dental school, physician assistant school — as well as by those medical professionals who simply prefer a hip length lab coat. Although the length is often a designation of a student, in some settings, the shorter coat is preferred or even required.

The new lab coat joins the Medelita collection of women's lab coats, which range from the original, full-length Callia lab coat (38 in.), the Ellody (34 in.), to the Estie (38 in.) and Sophia (34 in.), all of which can be custom embroidered with name, title, and profession as preferred. For more information on the Elizabeth B. lab coat and all Medelita products, please visit www.medelita.com.

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, embroidered lab coats and women's medical 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.

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