

Medelita Announces Medical Conferences for the First Half 2010

Special traveling wardrobe case enables conference attendees to try on Medelita's innovative scrubs and lab coats

January 26, 2010 (FPRC) -- Medelita®, maker of breakthrough performance lab coats, doctors lab coats and medical apparel for men and women, today announced its conference schedule for the first half of 2010. Medelita will display and sell its celebrated lab coats, scrubs and professional clogs at various medical conferences throughout the U.S., where physician and other clinician attendees will have an opportunity to try on the garments right in the company's booth.

"It's a gratifying experience to meet our customers at medical conferences, and now, they'll have a chance to try on our scrubs and lab coats in the privacy of a portable fitting room, in front of a full-length mirror, right inside our booth," said Lara Manchik, founder, Medelita. "Most healthcare professionals practically live in their medical uniforms, wearing them more than 2,000 hours a year on average. For us to come out and see, first-hand, how well our highly flattering and professional performance lab coats and scrubs are received by the industry – is extremely rewarding."

Medical conferences are valuable resources for clinicians keeping up on the latest clinical and research advances in their specialties. In addition, attendees have an opportunity to learn about current offerings in pharmaceuticals, medical equipment, and technology. The display of uniforms at a medical conference exhibit is a relatively new element – but one that has been extremely welcomed by attendees. Doctors, surgeons veterinarians, PAs, NPs, dentists, and other healthcare professionals considering an alternative to the typical shapeless unisex medical apparel, can touch the fabrics, realize first-hand the fluid repellent finish, examine the embroidery options up close, and try on various sizes and styles of Medelita lab coats and scrubs. Medelita takes its conference presence to the next level, by displaying a special traveling wardrobe. Although a lab coat can be easily tried on over conference clothing, the case provides conference attendees a novel and convenient way to try on the scrubs.

Medelita 2010 Conferences Through Second Quarter

1/10 - 1/12 Society of Critical Care Medicine, American College of Physicians, Miami Beach, FL

1/28 - 1/30 Yankee Dental Congress, Massachusetts Dental Society, Boston, MA

2/6 - 2/8 Thirty-third Mid-winter Meeting, Association for Research in Otolaryngology, Anaheim, CA

2/27-3/1 American Academy of Allergy & Immunology Annual Meeting, New Orleans, LA

3/4 – 3/6 Western Regional Dental Convention, Arizona Dental Association, Phoenix, AZ

3/6 – 3/8 Sixty-eighth Annual Meeting, American Academy of Dermatology, Miami, FL

3/11 – 3/13 Sixtieth Annual Convention & Exposition American Medical Students Assn, Anaheim, CA

3/13 – 3/15 Annual Meeting & Exposition, American Pharmacists Association, Washington, DC

3/26 – 3/28 Women's Health 2010: 18th Annual Congress and 95th Annual American Medical Women's Association Meeting, Washington, DC

4/8 – 4/10 Oregon Dental Conference, Oregon Dental Association, Portland, OR

4/15 – 4/17 AAE Annual Session, American Association of Endodontists, San Diego, CA

5/6 – 5/8 Pri-Med West Anaheim, CA

5/6 – 5/8 Texas Dental Association 140th Annual Session of the TDA, San Antonio, TX

5/14 – 5/16 California Dental Association The Art & Science of Dentistry, Anaheim, CA

5/17 – 5/19 American College of Obstetricians & Gynecologists 57th Annual Clinical Meeting, San Francisco, CA

5/29 – 6/3 American Academy of Physician Assistants 2010 Annual Conference, Atlanta, GA

6/10 – 6/13 Society of Dermatology Physician Assistants 2010 Summer Conference, Chicago, IL

6/17 – 6/18 Washington State Dental Association Pacific Northwest Dental Conference, Seattle, WA

6/19 – 6/21 Endocrine Society, Endo 2010, San Diego, CA

6/24 – 6/26 American Academy of Nurse Practitioners 25th National Conference, Phoenix, AZ

For links to the conference web sites, please visit <http://www.medelita.com/conferences.html>

About Medelita

Medelita has one purpose: to reinvent the way women and men of all healthcare professions present themselves at work by offering the highest quality, best fitting, and most comfortable medical apparel available, including women's lab coats, men's lab coats, embroidered lab coats and medical scrubs. Medelita caters to medical professionals who want their uniforms to embody the poise and confidence already displayed from within. For more information, visit our websites at <http://www.medelita.com> or <http://www.medelita-mens.com>, or call 877.987.7979.

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Contact Information

For more information contact Joe Francisco of Medelita LLC (<http://www.medelita.com>)
877.987.7979

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