

## **Medelita Adds Medical Clogs to Collection of Performance Lab Coats and Scrubs**

*Innovative medical apparel maker adds line of quality footwear to product offering*

February 9, 2010 (FPRC) -- Medelita®, maker of breakthrough performance lab coats, doctor's lab coats and medical apparel, today announced the addition of Sanita Medical clogs to its product offerings, which are available to purchase on the company's web site. The "original" name in Danish clogs, Sanita provides quality, handcrafted footwear. As a reseller of Sanita clogs, Medelita helps clinicians project a professional appearance through their wardrobes, while providing maximum fit and functionality to clinicians who are on their feet and on the go all day.

"Sanita medical clogs are designed for fit and functionality and are known in the industry for quality and craftsmanship," said Lara Manchik, founder, Medelita. "We're proud to be able to offer these clogs along side our medical apparel, to help healthcare professionals put their best appearance forward while enjoying the quality, comfort and value these performance products provide. Clinicians wear their uniforms and shoes, on average, 2,000 hours a year and we want them to look and feel great in both."

As a trusted name in quality footwear, Sanita clogs are handcrafted with lasting quality and its wearer's health in mind. Sanita's patented shock absorbing flexible sole and anatomically shaped footbed cradles the foot, providing maximum quality, durability and comfort. The absorbent insole and stabilizing heel insert transfers motion from heel to toe, reducing stress on the back and legs. With a roomy toebox for increased comfort, Sanita clogs are ideal for anyone who stands for long periods of time. Available for men and women, in a variety of colors and styles to complement most outfits, Sanita clogs are constructed of quality leather and fabric uppers.

In addition to Sanita clogs, Medelita sells its full line of women's and men's lab coats, scrubs and products and resources for cleaning and caring for medical garments and shoes.

Medelita was created to re-invent the way clinicians present their professional image and appearance. From crisp, authoritative lab coats to comfortably tailored scrubs, Medelita is an alternative to the poorly constructed unisex lab coats and scrubs once thought of as the only viable option in healthcare. Made of 100 percent high denier cotton and performance enhancing fabric treatments, Medelita lab coats for men and women boast designer touches: elegant tailoring and French inside seams, inner pockets and come in a wide range of sizes, including petite and tall – all constructed in the U.S.

### **sAbout 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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