

Medelita to Showcase Medical Clogs and Lab Coats at Allergy, Asthma & Immunology Conference

Innovative medical apparel maker will exhibit and sell high performance products during medical conference

February 25, 2010 (FPRC) -- Medelita®, maker of breakthrough performance lab coats, doctor's lab coats and medical apparel, will display lab coats, scrubs and medical clogs at the 2010 American Academy of Allergy, Asthma & Immunology (AAAAI) Annual Meeting in New Orleans, February 27 – March 1, 2010, in booth #339. The AAAAI Annual Meeting is the world's premier gathering of allergy and immunology experts. Attendees include clinicians, academicians, allied health professionals and others interested in allergic and immunologic disease.

“We're pleased to bring our line of high performance lab coats and scrubs to clinicians and professionals attending the AAAAI Annual Meeting,” said Lara Manchik, PA-C and founder, Medelita. “The addition of Sanita clogs and the launch of our men's lab coats have been very well received. We're also very excited about our boutique-like travel wardrobe display and fitting room, which gives my colleagues the opportunity to try on our scrubs and lab coats on the exhibit floor.”

A recent addition to the Medelita line of products, the Sanita clogs feature 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.

Offering uncompromising quality and performance, Medelita lab coats are hand sewn in the U.S. using 100 percent pre-shrunk cotton, which represents a significant improvement over traditional polyester/cotton blend lab coats with limited breathability. The Medelita lab coat features a modern tailored fit, with finished inside seams and advanced fabric technology for unparalleled soil, stain, fluid and wrinkle resistance. Medelita Men's lab coats are available in three distinct styles and come in contemporary menswear sizes 36-52. Medelita women's lab coats are available in sizes 0 to 16, and scrub pants come in 00 petite to 16 tall.

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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