

Medelita Introduces New Styles of Sanita Medical Clogs

Lab coat innovator offers 20% discount on all Sanita Clogs, plus free shipping with code “comfyclogs” at checkout

July 20, 2010 (FPRC) -- Medelita®, maker of breakthrough performance women's and men's lab coats, today announced the addition of new styles of Sanita Medical Clogs to its inventory. In addition, Medelita is offering a limited time 20 percent discount on purchases of professional clogs, along with free shipping on any order that includes medical clogs. The “original” name in Danish clogs, Sanita provides quality, handcrafted footwear that is popular among clinicians for its comfort and style.

“As we continue to expand our styles of lab coats and scrubs for both men and women, we are pleased to offer the newest styles of clogs to complement these garments,” said Lara Manchik, founder, Medelita. “With the fun, fresh new patterns and colors, combined with Sanita's reputation for comfort, it's hard to imagine anyone would want to wear any other brand of professional clogs, especially during the hot summer months when feet tend to swell. Our July Sanita Clog sale is a great time to stock up on these staples.”

As a trusted name in quality footwear, Sanita Clogs are handcrafted with lasting quality and its wearer's health in mind. The clogs' patented shock absorbing flexible sole and anatomically shaped foot bed 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 toe box for increased comfort, Sanita Clogs are ideal for anyone who stands for long periods of time.

According to the California Podiatric Medical Association (CPMA), corns, calluses and blisters develop as a result of repetitive friction and changing shoes daily can help protect feet. CPMA also advises alternating shoes so that each pair gets a chance to air out. For these reasons, clinicians who work long hours on their feet often keep a spare pair of shoes to change into during long shifts.

From floral prints to crocodile prints to patent leather, Sanita Clogs are constructed of leather and fabric uppers (in some styles). The clogs' leather construction wicks moisture, prevents odors and makes them easy to maintain in hygienic environments. Available for men and women in a wide range of colors, prints and textures, Sanita Clogs are ideal for pairing with Medelita scrubs and lab coats.

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

To receive the medical clogs discount, please use code “comfyclogs” at checkout. Offer is good through the month of July.

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.

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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