

Medelita Releases Dental Specific Lab Coat Line

New lab coat line is developed specifically for the needs of a Dental Professional

August 26, 2010 (FPRC) -- SAN CLEMENTE, Calif., -- Medelita®, maker of breakthrough performance men's and women's lab coats, is pleased to announce the introduction of a Dental Specific Lab Coat line. These lab coats are the same high quality that medical professionals have come to trust from Medelita, but are specifically designed for those in the dental industry.

“Different people in the medical field have different requirements of their lab coats, “said Lara Manchik, PA-C and founder of Medelita. “With a large segment of our customer base in the dental field, we have received multiple requests for years about designing a lab coat line specifically suited towards the needs of those who work as dentists, dental surgeons, dental hygienists, and dental assistants. After significant research and development, we are proud to announce that Medelita will be introducing three new dental specific lab coats that will be available at Medelita.com. Melding an OSHA recommended design with the comfort and reliability that Medelita is known for, these lab coats will represent one of the few dental specific designs on the market.”

Medelita will be releasing a total of three dental specific lab coats: two specifically tailored towards women and one for men. Designed for the needs of those in the dental field, these dental lab coats follow all OSHA recommendations by offering cuffed sleeves and closure up to the neck. Both of these dental-specific design features help to prevent bodily fluids and dental materials from touching the skin. Keeping in mind the often awkward positioning that is required of dental professionals during exams and procedures, these dental lab coats are designed to allow full range of motion, with additional features for added comfort and durability. At the request of dental professionals, two of the three coats have a snap closure instead of traditional buttons. The lab coats also are made from highly technical performance fabrics that Medelita is known for.

Appealing to clinicians who seek an alternative to boxy, ill-fitting unisex lab coats, Medelita dental lab coats are hand-sewn in the U.S. Using technically innovative performance fabrics and featuring inside seam finishing and contoured shaping, Medelita lab coats are designed for exceptional fit and comfort. Engineered for easy care, Medelita lab coats and scrubs can be machine-washed and emerge from the dryer with a crisp, clean and professional look. (Dry cleaning is optional, though not necessary.) Medelita lab coats are available in ladies sizes (0-16) and men's sizes (36-52).

Available for purchase through its website and at dental and medical conferences throughout the U.S., Medelita lab coats and scrubs can be embroidered using fade-resistant thread with clinician name, credentials and hospital, practice or group custom logo. Gift certificates are also available for order on the company website.

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 dental and medical apparel available, including women's lab coats, men's lab coats, embroidered lab coats and medical scrubs. Medelita caters to dental and 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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