



Essential Bodywear
May 12, 2018 · 🌐

I had never been professionally fitted. My mom was my bra expert growing up. I was invited to a Bra Party and thought, "What is a Bra Party?" I wanted to support my friend, and she sounded super excited, so I went and took my oldest daughter with me. She was starting to develop, and needed a fitting. Unlike my mother, I was no bra expert.

My first impression of the representative was positive. Her energy was contagious and she was pleasant and professional. The representative listened to my concerns and addressed every one of them.

She fit my daughter first, and I was skeptical. No 11 year old girl starting puberty would ever like any bra! Well, the representative proved me wrong! My kid came out of that bathroom beaming with happiness! I was shocked and asked to be fitted next. I was given the Abbie bra to try on, and it was practically instantaneous pain relief with this bra. I stood in

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-Nicole Shahan

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wrong! My kid came out of that bathroom beaming with happiness! I was shocked and asked to be fitted next. I was given the Abbie bra to try on, and it was practically instantaneous pain relief with this bra. I stood in the mirror looking at myself, thinking about how many other women out there are like me. I thought about how many of my friends and family would flip out over this bra. I thought about my mom and her discomfort in her shoulders from not wearing this bra! The representative talked about the business opportunity and I listened carefully and asked questions. Being a single mom, contemplating the investment of starting a business with Essential Bodywear was a big decision. I jumped in head first and just keep swimming! The income has helped me support my family and grow my business. I am so glad I took a leap of faith into EBW! **See less**

— with Nicole Henderson.

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