



“ This company is all about women loving their bodies, and embracing their natural curves, not hiding, not compressing them. ”
-Michelle Turnipseed



Essential Bodywear

June 14, 2018 · 🌐



There are just so many gains along the way in this company. Obviously, the financial benefits have mattered, and I could write an entire post just about what that means and the dream coming true for our family due to Essential Bodywear. But I'd like to share the unseen things that I have rarely shared.

I think likely the most emotional moment for me was early in my business. I was struggling to feel comfortable fitting women, more because I felt modest for women, and was worried they would feel uncomfortable. I mentioned what I was mentally struggling with and my upline and dear friend, Jen Hart, said, "This is more you. This is in your head. Most women are not that modest when it comes to being fit for a bra." It was in that singular moment, I started confiding in her some personal body image issues that went all the way back to when I was 13 years old. I was forced to confront some 'old hangups' and embrace my body as a beautiful creation and realize that I had to do that in



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old. I was forced to confront some 'old hangups' and embrace my body as a beautiful creation and realize that I had to do that in order to help other women embrace themselves. It's why I named my team the EmBRAcers.

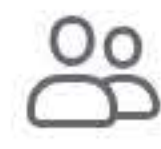
A few months later, I was impacted again in a deeper way than I realized I needed to go. I fit two ladies back to back who were my exact same size. What struck me was that they had augmentation to be my size. And I had spent decades wishing I was not so well endowed. It was this beautiful converging of life events as I stood with women who wanted to my bra size, and I had come by it naturally and had been rejecting it for so long. Everything changed. I no longer am ashamed of my body, nor am I trying to hide it.

I truly had no idea this personal transformation would happen for me as I was helping other women embrace themselves. And continually I see women transform before my eyes from 11 year old girls unsure of their development to women who have been suffering with their bra since reconstructive surgery, post mastectomy, for decades. When these women pull me aside



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 I truly had no idea this personal transformation would happen for me as I was helping other women embrace themselves. And continually I see women transform before my eyes from 11 year old girls unsure of their development to women who have been suffering with their bra since reconstructive surgery, post mastectomy, for decades. When those women pull me aside and tell me this is the first bra that has worked since they survived cancer and it's been decades, there just is no monetary value I can place on that moment.

This company is all about women loving their bodies and embracing their natural curves, not hiding, not compressing them. There is no shame with us. Our moments with each customer is a chance to make her feel beautiful so as she wears our bras, she will know she's beautiful just as she is. **See less**

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