

Slimpressions®

Reconfigure your figure™

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866-671-0906

www.slimpressions.com

"I am a serious Slimpressions JUNKIE!! I have lost 150lbs and I was chatting with Stacy London over Twitter and she recommended your product to me. I trusted her recommendation but I was cautious because of the price.... well, I went to a store in Greenville, SC and saw The Have Nots and purchased it AND as you can tell - I AM SOLD!! The product is well worth the price!! I can't even tell I have it on! I know with my weight loss that I will end up having to have plastic surgery BUT thanks to your product - it will be later rather than sooner. Thank you so much for producing such a superior product!!"

- Jana M., Greenville, NC, November 2009

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Background

What is Slimpressions®?

Branches Unlimited, LLC, d/b/a Slimpressions, is a women-owned enterprise based in Marietta, GA. The company designs, manufactures, markets, and distributes Slimpressions, a premium line of everyday shapewear garments to comfortably slim a woman's body. Their founding patent-pending garments, The Haves™ and The Have Nots™, offer a unique solve in shapewear industry by slimming and sculpting a woman's jelly belly, muffin top, back fat and arm flab. Responding to consumer demand, Slimpressions now offers ten products to slim women's most troublesome areas.



What was the inspiration for Slimpressions?

For years, sisters-in-law Amy Pedersen and Jennifer Daniels aspired to go into business together in the hopes of somehow improving women's lives while striving towards work-life balance. After discarding several business concepts (many of them laughable to say the least), they had tabled the idea of officially joining forces until the inspiration for their perfect business finally struck. While dropping her children off at preschool one ordinary morning, Pedersen waved to a fellow mother. To her horror, she quickly realized after she had stopped waving that her arm was obviously still moving! This embarrassing incident was enough to spark the idea behind the Slimpressions shapewear line. Although both women were fans of shapewear and had a smattering of body shaping solutions in their personal arsenals, they did not have anything for arm flab. As a result, their product idea was born.



How did Slimpressions begin?

Despite not having any apparel manufacturing experience, Pedersen and Daniels launched this successful shapewear business from the basement of Pedersen's home. While Daniels worked full-time at an outside firm and supplied the initial starting capital, Pedersen, then a stay-at-home mom, studied manufacturing processes, including the patented Santoni seamless approach that Slimpressions ultimately embraced. In addition, Pedersen refined the product designs, coined and trademarked the proprietary names and wrote their initial patent. From the initial idea to market launch, the process took three years of drive and dedication.

Where can you find Slimpressions?

Slimpressions can be found online at www.slimpressions.com, at major online intimate apparel retailers such as www.herroom.com and in premium catalogs across the country. Also, countless boutiques throughout the US, Canada and now in the United Kingdom offer the Slimpressions line. For a specific location list, check out the store locator on our website.

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Who are these Mompreneurs?

Amy Pedersen



Amy Pedersen is managing member and co-owner of Slimpressions® providing leadership for the firm in the areas of product design and development, market awareness and communications, and sales channel management.

Pedersen has spent a majority of her career promoting brands including Delta, Dodge, Wachovia, Hardee's, Century 21, Mrs. Winner's, Powertel, Gardening123.com, Norfolk Southern, Orkin and Coca-Cola. As vice president of marketing and development at The Lupus Foundation of America, Georgia Chapter, Pedersen increased awareness of the disease and raised funds for the 501c3 through events and grant awards. Despite just having made partner at JWT, an international ad agency, Pedersen took a four-year sabbatical from the traditional professional world to stay home with her children. During that time, Branches Unlimited was founded and Slimpressions was developed.

Pedersen holds a B.A. in Journalism from the University of Georgia and an M.S. in Marketing from Georgia State University. In addition, she is a professional speaker and the author of The Miracle of Me as well as the forthcoming book Branding U: Student Leadership Strategies for Real World Success. Pedersen is also a member of the Moms in Business Network, the National Association of Female Executives, and the Society of Children's Book Writers and Illustrators. In addition, she is also a member of the National Association of Colleges & Employers, Association for Fraternity/Sorority Advisors, and the Association for the Promotion of Campus Activities. She and her husband, Jon, have been married for 13 years and are the proud parents of two children, Caroline and Jack.

Jennifer Daniels

Jennifer Daniels is managing member and co-owner of Slimpressions leading the firm in the areas of business operations, finance, supplier management, and distribution. Prior to Slimpressions, Daniels was vice president of marketing for USIS, the nation's largest background screening company, where she led strategic planning, product management, strategic alliances, market development, and marketing communications for the firm's commercial services unit.



Before USIS, Daniels was vice president in ChoicePoint's employment screening division, where she was responsible for new product development and ongoing product management. Daniels began her professional career as a college intern with GE in 1988 and served GE in progressive leadership roles in the company's technology and financial services business units until 2004. During her time with GE, Daniels was Six Sigma Black Belt trained and spent more than two years leading several process improvement projects that resulted in productivity increases in the areas of risk underwriting, product delivery and sales effectiveness.

Daniels holds a B.S. in Finance from the University of Maryland and a M.B.A. from Georgia State University. In addition, Daniels is a graduate of two management training programs through GE. She and her husband, Frank, have been married for 15 years and have three amazing boys: Michael, Brian, and Kevin.

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The Top Sleekret™ Collection

The Haves™



Arm flab, along with midriff and back fat bulges, are comfortably smoothed and compressed with this Slimpressions® patent-pending design. Made of a lightweight Lycra® spandex and microfiber nylon blend, it is perfect for layering under low cut blouses or tops. In addition, mesh underarms

allow for all day comfort. The soft cups provide natural chest support without the unsightly “uniboob.” Made in the USA- Machine wash. Available in Black, White, Chocolate, & Nude. Petite sizes are also available. Retail Price- \$72.

The Have Nots™



Enjoy the same sleeve, midriff and back compression offered by The Haves, only this time BYOB...Bring Your Own Bra! The Have Nots allow you to promote “the girls” without compromising cleavage. Made of a lightweight Lycra® spandex and microfiber nylon blend, it is

perfect for layering under low cut blouses or tops. Mesh underarms provide all day comfort! Made in the USA- Machine wash. Available in Black, White, Chocolate, & Nude. Petite sizing is also available. Retail Price- \$72.

Tanks a Lot™

With wide, comfortable shoulder straps, the Tanks a Lot tank allows your arms to catch some rays, while still compressing your midriff and back! The soft cups provide natural chest support without the unsightly “uniboob.” Made of a machine washable, lightweight 25% Lycra Spandex, 75% Microfiber Nylon blend. Made in the USA- Machine wash. Available in Black, White, & Nude. Retail Price- \$62.



Tanks a Little™

This sleeveless shaping tank top features an open front scooping below the bra line with Slimpressions’ unique midriff and back compression. Made of a machine washable, lightweight® Lycra spandex and microfiber nylon blend. Made in the USA-Machine wash. Available in Black & Nude. Retail Price- \$62.



Comfort Bralette



Welcome the newest addition to the Top Sleekret Collection! Comfortably lifts and separates “the girls” with no wires, hooks, seams, or padding. The soft cups allow for natural chest

support without the unsightly “uniboob.” Made in North America of a comfortable, machine washable spandex and nylon blend, this bralette comes in sizes S-XXL. Available in Black & Nude. Retail Price- \$36-\$39.

The Skinny Minis™



Adjustable, spaghetti straps combine flexibility with the classic Slimpressions smoothing torso solution. The soft cups allow for natural chest support without the unsightly “uniboob.” Made in the USA of a machine washable, lightweight Lycra® spandex and microfiber nylon blend.

Available in Black, White, Chocolate, & Nude. Petite sizing is also available. Retail Price- \$58.

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The Bottom Line™ Collection

Control Brief



Smooths and shapes the tummy, hips and rear with beautiful definition. Includes extra tummy tucking support and a rear design to lift and separate. Made of a lightweight, machine washable

microfiber nylon, spandex, and cotton blend. Comes in sizes Small- 4X. Available in Black & Nude. Retail Price- \$33- \$36.

Hi-Waist Control Panty



For even more support try the Hi-Waist Control Panty. Smooths and compresses the waist, tummy, hips, and rear. Includes extra tummy tucking support and a rear design to lift and separate. Made of a lightweight,

machine washable microfiber nylon, spandex and cotton blend. Comes in sizes Small- 4X. Available in Black & Nude. Retail Price- \$39- \$42.

Long Leg Shaper

Revolutionary design that shapes and compresses tummy, rear, hips, and thighs. Includes extra tummy tucking support and a rear design to lift and separate. The non-binding, non-rolling waistband partnered with the lightweight, machine washable microfiber nylon, and Lycra® blend make the Long Leg Shaper perfect for everyday wear. Comes in sizes Small- 4X. Available in Black & Nude. Retail Price- \$45-\$48.



Seamless Full Cut Panty

Nobody likes panty lines. The Seamless Full Cut Panty is perfect to wear under any dress, skirt, or pair of pants. Made from a nylon, spandex, and cotton blend, this panty is machine washable, lightweight, and extremely comfortable for everyday use. Comes in sizes Small- 4X. Available in Black & Nude. Retail Price- \$24- \$27.



Top Sleekret Sizing Chart

Women's Pant Sizes:	
Size	2 4 6 8 10 12 14 16 18 20 22
1	
2	
3	

Bottom Line Sizing Chart

Women's Pant Sizes:	
Size	4 6 8 10 12 14 16 18 20 22 24 26 28 30
S	
M	
L	
XL	
2X	
3X	
4X	

Bralette Sizing Chart

Bra Cup Size		Women's Top Sizes:										
Cup Size	4 6 8 10 12 14 16 18 20 22											
A	S S											
B	S S M M											
C	S S M M L L XL XL XXL XXL											
D	M M L L XL XL XXL XXL											
DD	L L XL XL XXL XXL											

Just step in... slide up... slim down!™

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Frequently Asked Questions

■ *How does Slimpressions® compare to other shapewear garments?*

Each of our products was created with a specific problem area in mind. Our founding, patent-pending designs, The Haves™ and The Have Nots™, revolutionized the shapewear industry by offering a totally unique combination of jelly-belly, muffin top, back fat and arm flab solving body solutions. Unlike other brands, Slimpressions maximizes compression while minimizing bulk and heat with our everyday, premium body shapers. We designed these to not only help you look good, but feel good. Because Slimpressions are seamless using the patented Santoni seamless process, they mold to conform to every body type. Several other companies offer shapewear that is cut and sewn together which ultimately sacrifices fit.

■ *How do I put on Slimpressions?*

The best way to put on a Slimpressions is to simply step in, slide up and slim down (yes, even the Top Sleekret products.) You should always look for shapewear to step in to. If you can easily slide it over your head, what's it really shaping after you get it on? When taking off Slimpressions, you follow the same process in reverse... remove the garment at the shoulders, pull down through the waist and the hips, then step out through the top.

■ *Why is Slimpressions Top Sleekret sizing based on pants size?*

Slimpressions Top Sleekret sizing is based on your pant size because the garment should fit snugly over your hips. Slimpressions have been specifically designed with a long torso and extra support banding to combat muffin top while reducing the chances of an untimely roll-up, a common complaint of other upper body shapewear products. For best results, tuck Slimpressions into your pants.

■ *Does the Slimpressions Top Sleekret collection only compress the arms?*

No. While The Haves™ and The Have Nots™ have a unique, patent-pending design to control and smooth arm flab, the products also have a ribbed, seamless midriff to compress back fat, muffin top, and lower waist bulge. The Skinny Minis™ provide the same back, midriff, and waist compression with comfortable and adjustable spaghetti straps. Tanks-a-Lot™ and Tanks-a-Little™ offer the same great midriff and back fat solution with a wider strap and arm exposure option.

■ *How do you recommend washing Slimpressions?*

Machine wash Slimpressions in cold water with like colors in the gentle cycle for easy care and long-term durability. To dry, place in the low heat dryer cycle or air dry on a hanger.

■ *Do I need to wear a bra with Slimpressions?*

The decision to wear a bra with Slimpressions depends on your personal breast support comfort level. The Have Nots™ and Tanks-a-Little™ are certainly designed for you to BYOB (bring your own bra) though! The open front design scooped just below the bra line allows you to wear your bra without an extra layer allowing you to promote "the girls" without any cleavage compromise. The Haves™, Tanks-a-Lot™ and The Skinny Minis™ do have soft cups for chest coverage. So, you can wear these alone, or enjoy extra support if you choose to wear over your bra.

■ *Will Slimpressions roll up at the waist?*

Slimpressions is designed to minimize the dreaded roll-ups common in other shapewear products. Slimpressions has a long, ribbed torso with extra support banding to fit snugly on your hips, reducing the chances of an untimely roll-up! For best results, tuck Slimpressions into your pants.

■ *Where do you manufacture Slimpressions?*

Slimpressions is made in North America, both in the United States and in Canada.

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Story Ideas

- Why Moms make the best CEOs
- Celebrity Flaw Fixes Every Woman Should Know
- Confidence Boosters for Women
- How to Eat What You Want and Still Look Thinner This Season
- Wardrobe Must-Haves for a Slimmer, Sexier You
- The Business of False Advertising. It's legal!
- Thriving Industries in a Down Economy
- Top 10 Proven Ways to Reduce Belly Fat
- Tips for Regaining Your Pre-Pregnancy Body
- How to Age Gracefully
- Top Fashion Trends for the Fall
- 20 Minute Ab Workouts for Busy Moms
- Quick and Easy Makeover Tips for Working Moms
- 15 Minute Daily Workout for Toned Arms
- Slimming Techniques used by the Stars
- How Entrepreneurial Moms Make it all Happen
- Mind, Body, and Soul Makeovers
- Everyday Wardrobe Essentials for Extraordinary Women
- How Looking Your Best Can Lift Your Spirits
- How to Effectively Balance Work and Family Life
- Have Your Cake and Eat It Too: Learn How to Look Great While You're Enjoying Holiday Treats
- Go Ahead and Have Some Hors d'oeuvres :Expert Reveals How to Enjoy Holiday Parties While Looking Slimmer
- Secret Celebrity Flaw Fixes for the Holidays: Expert Reveals How to Look Fabulous This Season
- Body Image Expert Says, "Don't Hate Your Figure!": Look Like a Million Bucks at Your Holiday Party Without Starving Yourself
- Fit Into a Sexy Holiday Dress Without Starving Yourself: This Expert Reveals the Secrets of the Stars
- If Your New Year's Resolution Is to Slim Down: Learn How to Look Slimmer *Now*, Exercise *Later*
- Get the Look Without the Sit-ups: Image Expert Reveals the Secrets Celebrities Use to Look Fabulous

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What's the Buzz?

InStyle

"This top's sleeves are long enough to suck in biceps and triceps without creating a reverse drumstick effect." - *InStyle Magazine, May 2009*

"Each one comes in multiple hues just like your undies so you can slip into blouses, dresses, and all sorts of lovely outfits about a half size smaller and stroll out looking fabulous." - *Michelle M. from SheFinds.com*

marie claire

REAL SIMPLE life made easier

GLAMOUR

better mornings
ATLANTA

"The new trend in the world of shapewear seems to be focusing on eliminating the dreaded —and oh-so-hard-to-tone—arm bulge... Slimpressions is shapewear that slims your arms while it slims your back and your stomach—which surprisingly, is super-comfortable!" - *Glamour, November 2008*

"I was impressed with how comfortable it felt. Yes! It sucked me in, but it wasn't constricting or uncomfortable in the slightest." - *Erin C. from SliceofHeaven.us*

REDBOOK

WHAT NOT TO WEAR

B 98.5 FM
Atlanta's Best Variety of Soft Rock and
The New Home of Steve and Vikki in the Morning



"You can wear this underneath your shirt to get rid of that wiggle and jiggle on the arm... [and it] tames the tummy and keeps it nice and smooth and tight." - *Stacy London from What Not to Wear, Shapewear Tips, June 2009*

"The Slimpressions actually made my jeans one size too big!! I'm not kidding...seriously. After wearing it for about an hour I actually forgot that I had it on and never gave it a second thought...until I received a compliment." - *Katy S. from Katy-Shops.com*

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"I put the shirt on and I loved it. The material is extra soft. The shirt smoothed out all my troubled areas... They are lightweight, you can hardly tell you are wearing one." - *Nicole I. from MomFuse.com*

"These wonderful pieces are made to be worn 'everyday'. They are comfortable, and do not roll up on you." - *Brandy W. from SavingSome.com*

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An Interview with Amy Pedersen

What are foundation garments?

Foundation garments (aka shapewear) are today's version of girdles. Shapewear is essentially a form of underwear that improves a woman's shape when she wears it underneath her clothes giving her a smoother, leaner appearance. My husband refers to shapewear as a kind of "false advertising" of sorts. ☺

There are basically two kinds of shapewear: special occasion shapewear and every day shapewear. Special occasion shapewear is the heavy artillery; the garment(s) you'd reserve for your class reunions or that special wedding or bar mitzvah. We call that the "Three-Hour Shapewear." After three hours, you want to leave the event just so you can get out of the thing and breathe again.

Slimpressions, on the other hand, is a premium line of patent-pending every day shapewear that COMFORTABLY slims and sculpts a woman's body. You can wear our garments all day and forget you're even wearing them.

What makes Slimpressions unique?

Our founding garments, The Haves™ and The Have Nots™, revolutionized the shapewear industry by uniquely slimming three problem areas on a woman's bodies...her jelly belly, her back fat and her arm flab. Quite a powerful combination! I designed The Haves™ and The Have Nots™ to provide the arm-shaping solution so many of us need with the flexibility to complement every bust line. The Haves™ are perfect for a layering look. The Have Nots™ scoop underneath the bra and are great for plunging necklines or those that don't want anything competing with "the girls." But shapewear is much like jewelry: Not every piece works with every outfit. So in an effort to meet our consumer's requests, we expanded our line to create premium shaping solutions for a variety of troublesome spots on women's bodies.

But aren't all shapewear lines basically the same?

We designed these to not only help women look good, but to help them feel good (on the inside and out!). Because Slimpressions are seamless using the patented Santoni seamless process, they mold to conform to every body type. Several other companies offer shapewear that is cut and sewn together, which ultimately sacrifices fit and effectiveness.

Many shapewear products are just not very comfortable. They can be very hot and confining. Ours is powerful, yet thin. We designed our line to be a lightweight solution with moderate control. We took extra care to make sure women could feel confident wearing our products by including details like a nice, mesh weave in the arm pit for added breathability.

It's worth noting that you have to step in to any shapewear line that's worth its salt. "Just step in, slide up and slim down" as we like to say. If you can easily slide a shaping garment over your head, you can guarantee it's going to "shape" very little. That's another differentiator between Slimpressions and other products on the market.

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If arm flab was your inspiration, why not just create slimming sleeves?

Actually, that was our original concept. After doing some focus groups though, we learned that women were as concerned about their midriff and back fat as they were their arm flab. The products on the market were flawed and these women longed for a shaper to smooth their jelly belly *that stayed in place*. This was no easy task, mind you. It took us almost three years to complete the design ourselves.

Our solution? We designed products from our Top Sleekret Collection to be long in the torso. These body slimmers feature powerful ribbing around the torso and actually sit on a woman's hips. Most shaping garments designed for the top half typically end at the waist. As women move throughout the day, their belly rolls act as a spring board for those shapers and actually catapult them right up. Slimpressions are long and sit on the hips to avoid that "action zone" as I call it. The ribbing throughout the torso, the lengths of the garments as well as the reinforced hems helps keep Slimpressions in place and minimize those untimely and uncomfortable roll-ups!

Wow. Who knew there was such an opportunity in "false advertising?" How did you two meet? What inspired you to go into business?

Jen and I are not only business partners, but we're also sisters-in-law. We went to graduate school together and realized then that our strong suits really complemented each other well. Jen is an amazing business woman. In particular, she is really strong in finance and operations. As a Six Sigma Black Belt from GE, she runs a tight ship. My background is in marketing and advertising. I've helped companies large and small grow their brand names. We knew her business acumen and my creativity would blend really well together.

After years of dedicated service to our respective corporations and industries, we found it harder to balance work life with our home life, particularly after we started having children. (Jen has three boys –ages 14, 10 and 8. I have a 9 year old girl and a 7 year old boy) We love to work, but we wanted flexibility that we just couldn't manage in the traditional corporate environment. In fact, I had "retired" to be a stay-at-home mom, despite having just made partner at my international ad agency, when we got started to get serious about defining our business venture. We were motivated by a lifestyle and a desire to help other women; we just weren't sure what business idea would get us there.

What kind of businesses did you consider?

There were lots of ideas that were put aside before we decided on the shapewear industry. We knew we did not want to purchase a franchise or run our own brick and mortar operation. The store hours alone would prevent us from achieving the flexibility we desired. We knew we wanted to manufacture and market our own product, we just didn't know what that big idea was! We tossed around a few ideas, more in fun than anything else, for about two years before my arm flab inspired me.

What was one idea that you discarded?

One of my favorites is something I'd still like to revisit one day. I'm sure there's a market for this: A "Tinkle Bell." What's a tinkle bell, you ask? It's a special bell that lives in the bathroom and can only be rung when your potty-training child successfully does his/her job. It's a great way to celebrate his/her accomplishments, if you will. It would come with potty trainings tips as well. Brilliant, I know, but Jen wasn't in to it. ☺

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Why shapewear?

There's a reason for the saying, necessity breeds invention. I'm a HUGE fan of shapewear (no pun intended) and I thought I had just about every piece of shapewear in my personal arsenal. I had things to smooth and slim my bottom, my thighs, my hips, my tummy, even my back fat. But I did not have anything for my arm flab, a troublesome spot on my body and that of millions of women everywhere. And, oh, how I needed one! Most of us don't have the time to commit to achieve those coveted Michelle Obama arms!

Where did you get the funding to get the company off the ground?

It took three years from idea to market launch for two reasons. We had limited funding and we had a lot to learn. Jen provided most of the seed money in the beginning as a VP at USIS. Later, we both did some consulting to raise capital for our firm. I did a lot of freelance marketing work for The Coca-Cola Company and Jennifer was a sought-after resource in the background check industry.

In the beginning, we did a lot of things ourselves. I researched patents and crafted our patent application myself (all around my preschoolers' schedule, of course. That's harder than it looks, let me tell you!) We did have a patent attorney review our patent application for accuracy to make sure everything was in order, of course. We coined and filed our own trademarks. We also called on friends and family to help us out. Jen's mom, for example, was our original web designer.

What's been one of your biggest highs from creating this line?

Oh, wow. There are lots of things. Certainly getting our first run of inventory in house was pretty moving. It was amazing to think how we had gone from our "caveman prototypes," random pieces of hosiery sewn-together using my Brother sewing machine, to a seamless garment using the patented Italian Santoni machines. And then was our first sale. Oh how sweet that was! And to see our line in stores....It's hard not to beam with pride when we see the brand we created from my basement in stores, selling, and helping women feel good about themselves. It's been fun to watch our TV coverage with the kids too. They think it's hysterical that Mom and Aunt Jen would flap their flabby arms on TV to be their own "before and after" models to demonstrate how Slimpressions really work. I was really excited about Slimpressions being featured in InStyle magazine though. It's a huge compliment to be recognized by that resource as a leader in the shapewear industry.

What about your low?

I'd have to say traveling with Jen in the early days. Because we're frugal and we're family, we'd share a hotel room. The problem is I'm a light sleeper and Jen's a loud snorer. That's NOT a good combination. By the end of the trip, I was essentially an overly caffeinated zombie who longed for home but thrived on the retailer response to our brand.

So I have to ask...Do you and Jen talk shop at family functions?

We usually allow ourselves about five minutes of shop talk at the beginning of an event. Afterwards, we focus on the family time at hand. Our children have been exposed to enough of the shapewear business as it is to warrant years of therapy. ☺ There was a time, for example, when our plus-sized mannequins were in all their glory on my dining room table. At least they'll have some good TV footage to take to the therapist to get them started. I can just hear the conversation. "See this? My mom was her own before and after arm flab model on national television. No wonder I'm a little off! I come by it honestly!" ☺

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Achieving this success took a lot of work. What kept you motivated?

In the beginning, we motivated each other. We're both very driven, competitive women and we had our eye on the prize. Our kids, and the lifestyle we longed to have, motivated us and continue to do so.

Feedback from our customers motivates us now as well. We constantly hear from women how our products improve their looks and help them feel better about themselves. That's very rewarding.

We're also moved by the people we've been able to help through our charitable giving. We're very passionate about Food for the Poor, Inc. We've been able to help several less fortunate families to date, providing them with shelter, food, and a means for employment. Currently, we're working towards building a village in Haiti.