

# Medelita Introduces High Performance Lab Coats for Women



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Industry: [Healthcare](#)

**Press Release Summary: Sophisticated, femininely tailored healthcare lab coats get stain-fighting and wrinkle-resistant features from smart fabric technologies**



Press Release Body:  
San Clemente, CA,  
November 18, 2008  
— For the first time ever, healthcare industry [lab coats](#) get sophisticated, stain-fighting and wrinkle-resistant properties with the combination of DuPont Dual

Action Teflon® fabric protector and HIGH IQ® Easycare fabric finish. Designed especially for a woman's physique, Medelita's all-cotton

women's lab coats repel and fight stains, while its machine washable fabric maintains a wrinkle-free, professional finish.

*"Female healthcare practitioners have worked hard to get where they are in the medical industry, with women now constituting a majority in certain medical specialties," says **Medelita Founder Lara Manchik**. "We believe that they deserve a woman's lab coat that works just as hard as they do, and are extremely proud to be the first to design a flattering women's lab coat that is also functional. You can't see it or feel it, but the technology keeps our coats stain-free and sharp, right out of the dryer.*

*"In the medical field, image is as important as aptitude."*

As a female emergency room Physician Assistant, Manchik's own experiences convinced her that the frumpy unisex garb of past failed to convey clinical competence and professionalism. To outfit her female colleagues with attire befitting their tireless efforts, clinician-turned-entrepreneur, Manchik created **Medelita** as a departure from the boxy doctor's lab coats – made for the male figure and representative of a time when men dominated all clinical fields of medicine.

The **Medelita lab coat** is designed to repel fluids, which bead up and can be brushed off when spilled on the fabric, and require fewer cleanings than ordinary lab coats. Thanks to the Advanced Dual Action Teflon® fabric protector, the fabric releases deeper stains during a typical laundering cycle and does not require the expense of commercial cleaning services. Owners of the Medelita lab coat spend less time cleaning, reduce the use of environmental resources, and save money as they are not frequently replacing permanently stained coats.



*"Just as athletes wear functional fabrics to enhance their performance during competition, the long days that our clients work are a true test of endurance," says Manchik. "Moving freely and feeling comfortable all day in a lab coat, while maintaining a fresh, confident appearance, is very important to the conscientious modern female clinician."*

The **Medelita lab coat** relies on HIGH IQ® Easycare Plus high-tech fabric finish to maintain a clean and professional look, day after day. The high performance, low maintenance fabric emerges from the dryer without wrinkles and resists the destructive effects of cleaning cycles and everyday wear. In addition, the lab coat maintains its original shape, without sacrificing a soft and smooth-to-the-touch finish.

Made from high-denier, 100-percent brushed cotton, **Medelita lab coats** are designed specifically for women with a focus on fit and function. The tailored lab coat has a feminine shape with a rounded collar, hidden inside pocket, traditional side slits, and French finish inside seams. The fluid-resistant Medelita lab coat is available in sizes 0 to 20, with optional custom embroidery.

In addition to high quality lab coats, **Medelita** provides a line of performance women's healthcare apparel, including clinician scrubs and [nursing scrubs](#), which are available for purchase at [www.medelita.com](http://www.medelita.com).

## **About**

## **Medelita**

Medelita has one purpose: to reinvent the way women of all healthcare professions present themselves at work by offering the highest quality, best fitting, and most comfortable medical apparel available including [womans scrubs](#) and womans labcoats. Medelita caters to professional women who want their uniforms to embody the poise and confidence already displayed from within. For more information, visit our website at <http://www.medelita.com> or call (877) 987-7979.

**Web Site:** <http://www.medelita.com>

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