



Immediate Release

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Belevation LLC launches online sales of a Feature-rich line of Maternity Support Garments

The Ultimate in Support and Comfort for Moms-to-Be

Fort Mill, SC (February 16, 2009) Belevation, LLC is pleased to announce the launch of their new collection of maternity support products now available for wholesale distribution to independent maternity retailers and through direct on-line sales.

Just what expectant moms have been asking for, Belevation™ products combine the most advanced technologies in seamless garment design with the best in 'smart fiber' engineering. Comfort-driven seamless knitting that has been predominately utilized in active wear and undergarments, provided a perfect fit for maternity apparel.

A key-differentiating feature of Belevation garments is **CELLIANTLIFE™**, a revolutionary oxygen enhancing fiber developed in the 1990's by Newport, CA based Hologenix LLC. Inspired by Asian holistic healing techniques, Celliant is created using a precise blend of non-toxic microscopic gemstones, which are permanently embedded within a polyester polymer through a patented formula.

Utilized in the footwear, athletic and sleepwear markets, clinical tests have proven that wearing textile products containing the Celliant fiber can help relieve pain, and improve comfort and overall wellness. Of particular interest to the maternity market is the ability Belevation with **CELLIANTLIFE™** has minimizing the added stress on the back during pregnancy, as well as offering enhanced comfort during sleep.

www.belevation.com

