

Medelita Introduces New Lab Coat, Petite and Tall Scrubs



Released on: March 25, 2009, 6:30 am

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Industry: [Apparel & Fashion](#)

Innovative medical apparel company adds new lab coat style and range of petite and tall sizes



San Clemente, Calif., March 24, 2009 -- Medelita™, maker of breakthrough medical apparel for female clinicians, today introduces the Ellody lab coat, which is a variation on the company's best selling original Callia lab coat. Medelita expands its sizing selection to include petite and tall scrub pants ranging from 00P to 14P and 0T to 16T, and is the only company offering double zero petite-sized scrubs.

"For so long, the notion that one-size-fits-all lab coats and scrubs could fit well and look flattering on a woman's body went unchallenged as unisex medical uniforms dominated the market, and the only choice was to shop for price," said Lara Manchik, founder, Medelita. "Today, that paradigm has changed and the value of a garment is defined by high performance fabrics tailored specifically for the female body, backed by a guarantee of satisfaction."

Medelita women's lab coats are made from 100 percent high denier cotton and designed specifically for women with a focus on fit and function. All of our fluid resistant lab coats are treated with Advanced Dual Action Teflon® fabric protector, which allows fabric to repel and release stains. Tailored for a feminine shape, the coats feature hidden inside pockets, traditional side slits, and French finish inside seams. The High IQ® Easycare Plus helps fabric resist wrinkling and retain a soft, smooth, clean appearance. Technologically innovative, durable and fashionable, Medelita sets a new standard in professional coats.

The Ellody Lab Coat is a shorter version (34 in.) of our original Callia lab coat, featuring similarly rounded lapels, consistent with our signature style and complementary rounded pockets, the Ellody's back waist detail creates a soft, figure flattering silhouette. Its luxuriously soft, yet durable performance fabric repels stains during the day and releases them while laundering. Beautiful inside finishing with seam binding and inside pockets adds additional strength and durability.



Customers who appreciate the true value of Medelita include Certified Physician Assistant Tiffany Hughes, whose lab coat is an investment that keeps her comfortable, looking sharp and provides lasting value with fewer replacement coats needed.

"I purchased a lab coat from [Medelita] at the CAPA conference this year. Just wanted to let you know that I love it! I get compliments all the time on how tailored and professional it looks. I've gotten blood on it more than once and it beautifully rolls right off," said Hughes. "And I love that I can wash it, throw it in the dryer and it comes out looking like the day I bought it, stainless (and no ring around the collar which has been a problem with previous white coats over time), and without wrinkles. Thanks for making such a great product!"

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.

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 [lab coats](#), [women's lab coats](#), women's scrubs and [medical scrubs](#).

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.

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