

Medelita Ushers in a New Era of Performance Lab Coats and Scrubs



Released on: June 18, 2009, 7:31 am

Author: [Medelita](#)

Industry: [Healthcare](#)

Innovative medical apparel features performance fabrics, pockets for smartphones and other modern medical tools



SAN CLEMENTE, Calif., June 2009 -- Medelita®, maker of breakthrough medical apparel for female clinicians, has developed a line of high performance lab coats and medical scrubs featuring performance fabrics, modernized fit, and features that align with current medical trends, for a new generation of healthcare professionals.

“The medical profession has evolved in many ways, including the use of technology to assist in the day-to-day activities of clinicians, and the stark white traditional lab coats have undergone some modernization as well,” said Lara Manchik, founder, Medelita LLC. “Our lab coats use the same high performance fabrics athletes wear, and maintain a crisp, authoritative appearance without sacrificing fit, comfort or durability. Physicians, dentists, veterinarians, nurse practitioners and physician assistants wear their lab coats, on average, 2000 to 3000 hours a year, so it’s critical that the garments are purposeful and functional.”

Like their predecessors, today's medical professionals demand garments that stand up to the rigors of working in healthcare; however in a field that has been traditionally resistant to change, younger generations of clinicians are increasingly using technology, such as smartphones, to assist in their jobs: Pharmacology programs allow doctors and PAs to check for drug contraindications, lab result and imaging interpretation as well as standard protocols for symptoms.

Like these modern medical advances, Medelita's innovative approach to medical apparel was born out of necessity when founder, Manchik, emergency room PA turned entrepreneur, failed to find alternatives to the frumpy, unisex medical apparel made for the male figure and representative of a time when men dominated the field.

Made from 100 percent high denier cotton, Medelita lab coats are designed specifically for women with a focus on fit and function. The 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 traditional side slits, French finish inside seams and hidden inside pockets that are great for carrying handheld devices and mobile phones.

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. Owners of Medelita lab coats and scrubs spend less time cleaning, reduce the use of environmental resources, and save money as they are not frequently replacing permanently stained coats.

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 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.

#

Contact Details: Lara Manchik
Medelita LLC
lara@medelita.com
(877) 987-7979

Medelita