

## AMOENA CELEBRATES CANADA 150 WITH A SPLASH!

Let the celebrations begin. Lots of pool and cottage parties are being planned. But do you secretly dread shopping for a swimsuit? 89% of women say they do. Today, you can park your fears at our door. We make swimwear shopping uplifting and easy for all women.

Plus, enjoy **20% OFF Amoena swimwear**. Ladies, prepare to make a 150 anniversary splash with confidence.

20% OFF  
All Amoena  
Swimwear

### Dive Carefree Into A Different Swimwear Shopping Experience

Amoena designs for your wellness – body, mind and spirit.

When it comes to swimwear, studies confirm what we know: 9 of 10 women feel most exposed when wearing a swimsuit in public.

But no more. Women across Canada, and around the world, love Amoena's intelligent, flattering solutions to body image concerns. This is swimwear designed to help you replace shyness with strength.

Your Amoena fitter knows the collection inside out. Tell us what you like, and what you don't. Then relax in our lovely fitting room as we bring you options to make waves.

### 5 Fantastic Fitting Room Tips

**You see what you say.** It's a fact. If we hurl insults into the mirror, our brain reacts in a way that affects how we see ourselves. We get a better picture when we appreciate, rather than criticize, a body part we don't like. Replace, "I have fat legs" with "My legs are strong" and our perception, and wellbeing, actually changes.

**Look for the lift.** How you hold yourself affects how others see you. Amoena's superb support helps posture. All swimsuits have terrific underbands and cup shapes for excellent lift, with many styles cup sized for optimal fit.

**Love the details.** Compliment all aspects of your appearance that you like, even small details like pretty nails, out loud. Just as it helps others to hear compliments, it uplifts your spirit when you verbalize self-love.

*Amoena swimwear has many lovely details to look for too – including flattering necklines that are still discreet for those who wear breast forms, and slightly higher under-the-arm cuts for extra security and to enhance the silhouette.*

**See yourself as the role model you are.** Research shows that if a woman tells the girls and women in her life that she doesn't like her body, they'll instantly respond by criticizing their own bodies as well. But when you express a positive body image, others feel more at ease with their bodies.

**Remember, confidence shines.** Women who wear swimwear with confidence score highest in appeal, regardless of body shape. As legendary actress Sophia Loren says, "Nothing makes a woman more beautiful than the belief that she is beautiful."

Drop in to see us for a swimwear fitting experience that will make you feel like celebrating.

Crystal Rudolph

fit essentials

COMFORT FOR ACTIVE LIVING

16506 100 Ave NW Edmonton | 780.761.3483

All Amoena  
swimwear is pocketed  
and holds breast forms  
firmly in place for  
those who wear  
them.

