

Slimpressions®

Reconfigure your figure™

Address:

3162 Johnson Ferry Road
Suite 260-808
Marietta, Georgia 30062

Phone/Fax:

866-671-0906

www.slimpressions.com

"I am a serious Slimpressions JUNKIE!!... I was chatting with Stacy London over Twitter and she recommended your product to me. I trusted her recommendation but I was cautious because of the price.... well, I went to a store in Greenville, SC and saw The Have Nots and purchased it AND as you can tell - I AM SOLD!! Now, I am a junkie! The product is well worth the price!! I can't even tell I have it on!...Your products are way way way above all others. Other products do not compare.... Thank you so much for producing such a superior product!!" - Jana M.



Real Shapewear for Real Women™

Just step in... slide up... slim down!

Table of Contents

What Makes Slimpressions® Different	3
Background	4
Some of the Buzz	5
Before & After Photos	7
The Top Sleekret™ Collection	9
The Bottom Line Collection™	15
Frequently Asked Questions	19
Testimonials	20
Story Ideas	21
Who are these Mompreneurs?	22

www.slimpressions.com • Toll-Free/Fax: 1.866.671.0906

Branches Unlimited, LLC d/b/a Slimpressions Confidential and Proprietary Information – Do Not Reproduce Without Express Permission

Classified - Internal use

What Makes Slimpressions® Different?



*Slimpressions is confidence-building, EVERY DAY slimwear known for **Comfort, Fit, & Quality.***

Comfort

- We believe shapewear should be comfortable
- Women deserve to feel good about their look every day, not just on special occasions
- Oxygen and blood circulation should NOT be compromised for the sake of looking pounds thinner 😊

Fit

- Using a patented seamless technology, we designed our shapers to address the nuances of a woman's body
- Most shapers are cut and sewn together and the rigid design may or may not work for the customer's body type
- Slimpressions conform to every body type – hour glass, cylinder, pear or apple
- Ribbed midriff for extra support where we need it most
- Minimizes roll-ups: Our Top Sleekret slimmers sit low on the hips to avoid a woman's belly rolls around the middle, which can catapult other shapers up
- Soft bra cups to prevent the mashed "uniboob" look
- Lightweight for every day wear
- Mesh underarms for added breathability

Quality

- Top-notch materials
- Made in US and Canada
- Machine washable

Perfect for the woman on the go who wants to look her best in every situation. Whether she's running errands or in all-day meetings, women love the slimming advantage they have when wearing Slimpressions under their clothes.

www.slimpressions.com • Toll-Free/Fax: 1.866.671.0906

Branches Unlimited, LLC d/b/a Slimpressions Confidential and Proprietary Information – Do Not Reproduce Without Express Permission

Classified - Internal use



Real Shapewear for Real Women™

Just step in... slide up... slim down!

Background

What is Slimpressions®?

Slimpressions shapewear is known for three things – Comfort. Fit. Quality. Slimpressions was the first in the industry to offer the patent-pending sleeved styles, The Haves™ and The Have Nots™. Slimpressions revolutionized the shapewear industry by slimming and sculpting a woman's jelly belly, muffin top, back fat and *arm flab* with these patent-pending styles. Responding to consumer love of the products and desire for more shaping solutions, Slimpressions now offers ten products to slim women's most troublesome areas.

What was the inspiration for Slimpressions?

For years, sisters-in-law Amy Pedersen and Jennifer Daniels aspired to go into business together in the hopes of somehow improving women's lives while striving towards work-life balance. After discarding several business concepts (many of them laughable to say the least), they had tabled the idea of officially joining forces until the inspiration for their perfect business finally struck. While dropping her children off at preschool one ordinary morning, Pedersen waved to a fellow mother. To her horror, she quickly realized after she had stopped waving that her arm was obviously still moving! This embarrassing incident was enough to spark the idea behind the Slimpressions shapewear line. Although both women were fans of shapewear and had a smattering of body shaping solutions in their personal arsenals, they did not have anything for arm flab. As a result, their product idea was born.



How did Slimpressions begin?

Despite not having any apparel manufacturing experience, Pedersen and Daniels launched this successful shapewear business from the basement of Pedersen's home. While Daniels worked full-time at an outside firm and supplied the initial starting capital, Pedersen, then a stay-at-home mom, studied manufacturing processes, including the patented Santoni seamless approach that Slimpressions ultimately embraced. In addition, Pedersen refined the product designs, coined and trademarked the proprietary names and wrote their initial patent. From the initial idea to market launch, the process took three years of drive and dedication.

Where can you find Slimpressions?

Slimpressions can be found online at www.slimpressions.com, at online intimate apparel retailers and in premium catalogs across the country. In addition, boutiques throughout the US, Canada and now in the United Kingdom offer the Slimpressions line. For a specific location list, please reference <http://slimpressions.com/storelocator> for the most current information.

What is Branches Unlimited LLC?

Branches Unlimited, LLC, dba Slimpressions, is a women-owned enterprise based in Marietta, GA. The company designs, manufactures, markets, and distributes Slimpressions, a high-quality line of everyday shapewear garments to comfortably slim a woman's body.

www.slimpressions.com • Toll-Free/Fax: 1.866.671.0906

Branches Unlimited, LLC d/b/a Slimpressions Confidential and Proprietary Information – Do Not Reproduce Without Express Permission

Classified - Internal use

Slimpressions®

Real Shapewear for Real Women™

Just step in... slide up... slim down!

Some of the Buzz about Slimpressions®

InStyle

"This top's sleeves are long enough to suck in biceps and triceps without creating a reverse drumstick effect." - *InStyle Magazine*

"Each one comes in multiple hues just like your undies so you can slip into blouses, dresses, and all sorts of lovely outfits about a half size smaller and stroll out looking fabulous." - *Michelle M. from SheFinds.com*

marie claire
REAL SIMPLE life made easier

GLAMOUR
Woman's Day
LIVE WELL EVERY DAY

"The new trend in the world of shapewear seems to be focusing on eliminating the dreaded —and oh-so-hard-to-tone—arm bulge... Slimpressions is shapewear that slims your arms while it slims your back and your stomach—which surprisingly, is super-comfortable!" - *Glamour*

"I was impressed with how comfortable it felt. Yes! It sucked me in, but it wasn't constricting or uncomfortable in the slightest." - *Erin C.*

REDBOOK

WHAT NOT TO WEAR



"You can wear this underneath your shirt to get rid of that wiggle and jiggle on the arm... [and it] tames the tummy and keeps it nice and smooth and tight." - *Stacy London from What Not to Wear*

"Slimpressions actually made my jeans one size too big!! I'm not kidding - seriously. After wearing it for about an hour I actually forgot that I had it on and never gave it a second thought until I received a compliment." - *Katy S.*



"These wonderful pieces are made to be worn 'everyday'. They are comfortable, and do not roll up on you." - *Brandy W.*

www.slimpressions.com • Toll-Free/Fax: 1.866.671.0906

Branches Unlimited, LLC d/b/a Slimpressions Confidential and Proprietary Information – Do Not Reproduce Without Express Permission

Classified - Internal use

Slimpressions®

Real Shapewear for Real Women™

Just step in... slide up... slim down!

More Buzz about Slimpressions®



"Jennifer Levanduski, 38 years old, 80 pounds slimmer living her Best Life

"Now that I'm at my final size, I find shapewear, such as Slimpressions, incredibly useful. I have a bike-short length shaper that I wear to help smooth out any "issues" when wearing certain dresses. I love the added support and confidence they give me to look my very best. Whenever I wear my Slimpressions, people often ask me if I've lost more weight!" - *thebestlife.com*



"Marcia Napolitano, 41 years old, 65 pounds lighter living her Best Life When I want to look and feel really "put together" I use shape wear, like Assets and Slimpressions for a little extra support." - *thebestlife.com*

"Boost your confidence by looking slimmer instantly. Slimpressions®, a premium line of everyday shapewear, smooths out imperfections so you look amazing in anything from denim to couture. All day, any day, with no dreaded rollups." - *InStyle Magazine*

"Layer this nylon/Lycra under shirts, adjust sleeves above or below the elbow and wave goodbye to underarm jiggle." - *Woman's Day Magazine*



San Francisco Chronicle

"Charla Krupp's Shapewear Tips...

For the dreaded jiggy upper arm fat, she prefers...Slimpressions, a $\frac{3}{4}$ length t-shirt to wear under long sleeved tops or dresses. It has control panels to compress the arms and torso, mesh armpits for breathability and soft bra cups to prevent what Krupp calls the "uni-boob" look. - *San Francisco Chronicle*

www.slimpressions.com • Toll-Free/Fax: 1.866.671.0906

Branches Unlimited, LLC d/b/a Slimpressions Confidential and Proprietary Information – Do Not Reproduce Without Express Permission

Classified - Internal use

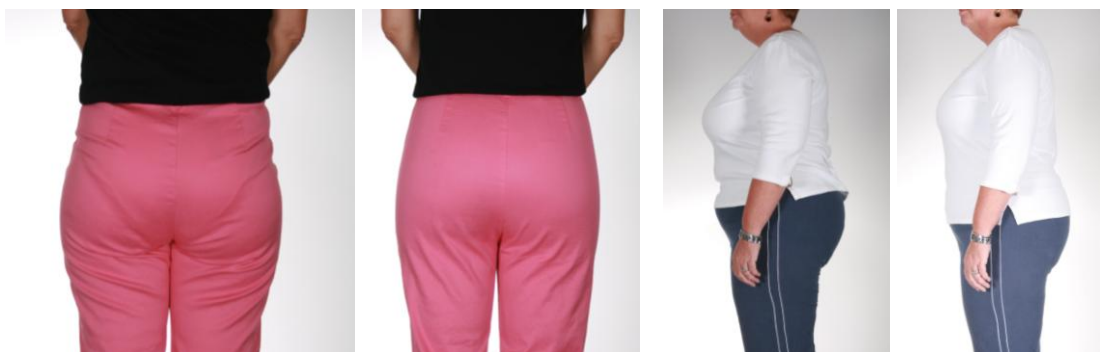
Before & After Photos



The Haves



The Have Nots



Long Leg Shaper

Long Leg Shaper

www.slimpressions.com • Toll-Free/Fax: 1.866.671.0906

Branches Unlimited, LLC d/b/a Slimpressions Confidential and Proprietary Information – Do Not Reproduce Without Express Permission

Classified - Internal use

Before & After Photos



Tanks a Little



Tanks a Little

The Skinny Mini



Tanks a Lot



Tanks a Lot



Tanks a Little



Tanks a Little

www.slimpressions.com • Toll-Free/Fax: 1.866.671.0906

Branches Unlimited, LLC d/b/a Slimpressions Confidential and Proprietary Information – Do Not Reproduce Without Express Permission

Classified - Internal use

Top Sleekret™ Collection

The Haves™

Style Number: H-100

Gentle compression for arms

- ✓ Wave goodbye to "arm flab"!
- ✓ Makes a great layering piece
- ✓ Can adjust to above or below the elbow
- ✓ One of our patent-pending flagship products

Soft cups for natural chest coverage

- ✓ Soft cups for natural chest coverage vs. dreaded "uniboob"
- ✓ Generous cups/sides to prevent spill-over

Ribbed, seamless midriff

- ✓ Balanced, everyday compression smoothes and shapes back fat, muffin top, jelly belly & bra bulge
- ✓ Lightweight, flab-u-less® control without feeling confined

Long torso with extra support banding

- ✓ Snuggly yet comfortably sits low on the hips to minimize roll ups
- ✓ Great for tucking or layering

Made of 25% Lycra® Spandex, 75% Microfiber Nylon

- ✓ Plenty of smoothing compression but light weight to wear comfortably under clothes
- ✓ Tagless, plus Easy care! Machine wash cold with like colors in gentle cycle, tumble dry on low heat

Mesh Underarms

- ✓ Allows for added air flow... all-day comfort

Manufactured in USA

- ✓ Produced by a high-quality, U.S. based workforce

Colors: Black, White, Chocolate, and Nude

- ✓ 4 beautiful colors to complement a variety of fashion styles

Sizes: XS/S, M/L, L/XL, XS/S Petite, M/L Petite

- ✓ Flexible sizing, similar to pantyhose
- ✓ Based on a woman's dress size
- ✓ Petite sizing has shorter torso and arm length... available in Sizes XS/X and M/L, Colors Black and Nude

Retail Price: \$64



	Misses' Dress Sizes:										
Size	2	4	6	8	10	12	14	16	18	20	22
XS/S (size 1)											
M/L (size 2)											
L/XL (size 3)											

Real Shapewear for Real Women™



www.slimpressions.com • Toll-Free/Fax: 1.866.671.0906

Branches Unlimited, LLC d/b/a Slimpressions Confidential and Proprietary Information – Do Not Reproduce Without Express Permission

Classified - Internal use

Top Sleekret™ Collection

The Have Nots™

Style Number: HN-101

Gentle compression for arms

- ✓ Wave goodbye to "arm flab"!
- ✓ 3/4 arm length allows for coverage and support
- ✓ Can adjust to above or below the elbow
- ✓ One of our patent-pending flagship products

Open front, scooped below the bra line

- ✓ BYOB... Bring your own bra!
- ✓ Ability to promote "the girls" without cleavage compromise

Ribbed, seamless midriff

- ✓ Balanced, everyday compression smoothes and shapes back fat, muffin top, jelly belly & bra bulge
- ✓ Lightweight, flab-u-less® control without feeling confined

Long torso with extra support banding

- ✓ Snuggly yet comfortably sits low on the hips to minimize roll ups
- ✓ Great for layering or tucking

Made of 25% Lycra® Spandex, 75% Microfiber Nylon

- ✓ Plenty of smoothing compression but light weight to wear comfortably under clothes
- ✓ Tagless, plus Easy care! Machine wash cold with like colors in gentle cycle, tumble dry on low heat

Mesh Underarms

- ✓ Allows for added air flow... all-day comfort

Manufactured in USA

- ✓ Produced by a high-quality, U.S. based workforce

Colors: Black, White, Chocolate, and Nude

- ✓ 4 beautiful colors to complement a variety of fashion styles

Sizes: XS/S, M/L, L/XL, XS/S Petite, M/L Petite

- ✓ Flexible sizing, similar to pantyhose
- ✓ Based on a woman's dress size
- ✓ Petite sizing has shorter torso and arm length... available in Sizes XS/X and M/L, Colors Black and Nude

Retail Price: \$64



		Misses' Dress Sizes:										
Size		2	4	6	8	10	12	14	16	18	20	22
XS/S (size 1)												
M/L (size 2)												
L/XL (size 3)												

Real Shapewear for Real Women™



www.slimpressions.com • Toll-Free/Fax: 1.866.671.0906

Branches Unlimited, LLC d/b/a Slimpressions Confidential and Proprietary Information – Do Not Reproduce Without Express Permission

Classified - Internal use

Top Sleekret™ Collection

The Skinny Minis™

Style Number: S-102

Upper Body Control Top Camisole with Utterly Naked Arms

- ✓ For those who want support around the midriff and a little sun on their shoulders
- ✓ Great shaping solution under a low cut shirt, blouse or tank, or wear it alone as a fashionable camisole
- ✓ Fun, flirty, feminine slimmer

Soft cups for natural chest coverage

- ✓ Soft cups for natural chest coverage vs. dreaded “uniboob”
- ✓ Generous cups/sides to prevent spill-over

Adjustable spaghetti straps

- ✓ Adjust tighter for a little extra lift
- ✓ High-quality, nickel size adjusters

Ribbed, seamless midriff

- ✓ Balanced, everyday compression smoothes and shapes back fat, muffin top, jelly belly & bra bulge
- ✓ Lightweight, flab-u-less® control without feeling confined

Made of 25% Lycra® Spandex, 75% Microfiber Nylon

- ✓ Plenty of smoothing compression but light weight to wear comfortably under clothes
- ✓ Tagless, plus Easy care! Machine wash cold with like colors in gentle cycle, tumble dry on low heat

Long torso with extra support banding

- ✓ Snuggly yet comfortably sits low on the hips to minimize roll ups
- ✓ Great for layering or tucking

Manufactured in USA

- ✓ Produced by a high-quality, U.S. based workforce

Colors: Black, White, Chocolate, and Nude

- ✓ 4 beautiful colors to complement a variety of fashion styles

Sizes: XS/S, M/L, L/XL, XS/S Petite, M/L Petite

- ✓ Flexible sizing, similar to pantyhose
- ✓ Based on a woman’s dress size
- ✓ Petite sizing has shorter torso and arm length... available in Sizes XS/X and M/L, Colors Black and Nude

Retail Price: \$45



Size	Misses' Dress Sizes:										
	2	4	6	8	10	12	14	16	18	20	22
XS/S (size 1)											
M/L (size 2)											
L/XL (size 3)											

Real Shapewear for Real Women™

Top Sleekret™ Collection

Tanks a Lot™

Style Number: TK-103

Upper Body Control Tank Top with Utterly Naked Arms

- ✓ For those who want support around the midriff and back, but want a little sun on their arms as well
- ✓ Great layering piece that shaves pounds off a woman's look

Soft cups for natural chest coverage

- ✓ Soft cups for natural chest coverage vs. dreaded "uniboob"
- ✓ Generous cups/sides to prevent spill-over

Wide, comfortable shoulder straps

- ✓ Comfortable posture support over shoulders and upper back

Ribbed, seamless midriff

- ✓ Balanced, everyday compression smoothes and shapes back fat, muffin top, jelly belly & bra bulge
- ✓ Lightweight, flab-u-less® control without feeling confined

Long torso with extra support banding

- ✓ Snuggly yet comfortably sits low on the hips to minimize roll ups
- ✓ Great for layering or tucking

Made of 25% Lycra® Spandex, 75% Microfiber Nylon

- ✓ Plenty of smoothing compression but light weight to wear comfortably under clothes
- ✓ Tagless, plus easy care! Machine wash cold with like colors in gentle cycle, tumble dry low

Manufactured in USA

- ✓ Purchase a superior product produced by a high-quality, U.S. based workforce

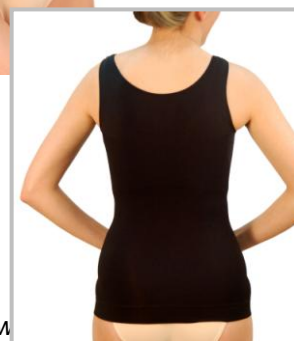
Colors: Black, White, and Nude

- ✓ 3 beautiful colors to complement a variety of fashion styles

Sizes: XS/S, M/L, L/XL

- ✓ Flexible sizing, similar to pantyhose
- ✓ Based on a woman's dress size

Retail Price: \$54



		Misses' Dress Sizes:										
Size		2	4	6	8	10	12	14	16	18	20	22
XS/S (size 1)												
M/L (size 2)												
L/XL (size 3)												

Real Shapewear for Real Women™

www.slimpressions.com • Toll-Free/Fax: 1.866.671.0906

Branches Unlimited, LLC d/b/a Slimpressions Confidential and Proprietary Information – Do Not Reproduce Without Express Permission

Classified - Internal use

Top Sleekret™ Collection

Tanks a Little™

Style Number: TKN-104

Upper Body Control Tank Top with Open Front and Utterly Naked Arms

- ✓ For those who want support around the middle and back, but want a little sun on their arms as well
- ✓ Unique shaping tank that shaves pounds off a woman's look

Open front, scooped below the bra line

- ✓ BYOB... Bring your own bra!
- ✓ Promote "the girls" without cleavage compromise. Gives some "girls" a little boost!
- ✓ Great for plunging necklines or tops with full coverage

Wide, comfortable shoulder straps

- ✓ Comfortable posture support over shoulders and upper back

Ribbed, seamless midriff

- ✓ Balanced, everyday compression smoothes and shapes back fat, muffin top, jelly belly & bra bulge
- ✓ Lightweight, flab-u-less® control without feeling confined

Long torso with extra support banding

- ✓ Snuggly yet comfortably sits low on the hips to minimize roll ups
- ✓ Great for layering or tucking

Made of 25% Lycra® Spandex, 75% Microfiber Nylon

- ✓ Plenty of smoothing compression but light weight to wear comfortably under clothes
- ✓ Tagless, plus easy care! Machine wash cold with like colors in gentle cycle, tumble dry on low heat

Manufactured in USA

- ✓ Purchase a superior product produced by a high-quality, U.S. based workforce

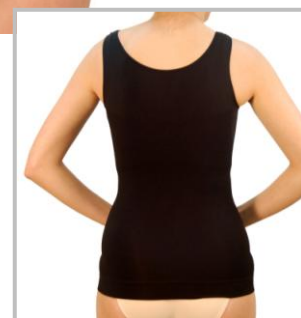
Colors: Black and Nude

- ✓ 2 beautiful colors to complement a variety of fashion styles

Sizes: XS/S, M/L, L/XL

- ✓ Flexible sizing, similar to pantyhose
- ✓ Based on a woman's dress size

Retail Price: \$54



	Misses' Dress Sizes:										
Size	2	4	6	8	10	12	14	16	18	20	22
XS/S (size 1)											
M/L (size 2)											
L/XL (size 3)											

Real Shapewear for Real Women™

www.slimpressions.com • Toll-Free/Fax: 1.866.671.0906

Branches Unlimited, LLC d/b/a Slimpressions Confidential and Proprietary Information – Do Not Reproduce Without Express Permission

Classified - Internal use

Top Sleekret™ Collection

The Comfy Bralette

Style Number: BR-106

Comfortable, Light Support Bralette

- ✓ No wires, hooks, seams or padding
- ✓ Lifts and separates, and oh, so comfortable!
- ✓ Great for all figures- in between sizes too.
- ✓ Generous, wide banding across the back to minimize bulge
- ✓ Wide, comfortable straps
- ✓ Higher cut sides to prevent "spill-over"
- ✓ Lightweight, ribbed design for everyday wear

Made of 5% Spandex, 95% Nylon

- ✓ Plenty of smoothing comfort but light weight to wear comfortably under clothes
- ✓ Easy care... machine wash cold with like colors in gentle cycle, tumble dry on low heat
- ✓ Tagless for added comfort

Manufactured in Canada

- ✓ Purchase a superior product produced by a high-quality, North American based workforce

Colors: Black and Nude

- ✓ 2 beautiful colors to complement a variety of fashion styles

Sizes: Small to XXL

- ✓ S (dress size 4-6, cup size A-C)
- ✓ M (dress size 8-10, cup size B-D)
- ✓ L (dress size 12-14, cup size C-DD)
- ✓ XL (dress size 16-18, cup sizes C-DD)
- ✓ XXL (dress size 20-22, cup sizes C-DD)

Retail Price \$36



Bra Cup Size	Women's Top Sizes:									
	4	6	8	10	12	14	16	18	20	22
A	S	S								
B	S	S	M	M						
C	S	S	M	M	L	L	XL	XL	XXL	XXL
D			M	M	L	L	XL	XL	XXL	XXL
DD					L	L	XL	XL	XXL	XXL

www.slimpressions.com • Toll-Free/Fax: 1.866.671.0906

Branches Unlimited, LLC d/b/a Slimpressions Confidential and Proprietary Information – Do Not Reproduce Without Express Permission

Classified - Internal use

Bottom Line™ Collection

Tummy Tucker Control Brief

Style Number: CB-108

Control Brief with Moderate Control

- ✓ *Balanced, everyday shaping control, and oh, so comfortable!*
- ✓ *Lightweight flab-u-less® control without feeling confined*
- ✓ *Smooths and shapes tummy, hips and rear with beautiful definition*
- ✓ *Extra tummy-tucking support*
- ✓ *Lifts and separates the cheeks for a shapely caboose*
- ✓ *Comfortable waistband (non-binding, non-rolling)*

Made of 78% Microfiber Nylon, 20% Spandex, 2% Cotton

- ✓ *Generous smoothing compression yet light weight*
- ✓ *Easy care... machine wash cold with like colors in gentle cycle, tumble dry on low heat*
- ✓ *Tagless for extra comfort*

Manufactured in Canada

- ✓ *Purchase a superior product produced by a high-quality, North American based workforce*

Colors: Black and Nude

- ✓ *2 beautiful colors to complement a variety of fashion styles*

Sizes: Small to 4X

- ✓ *S (pant size 4-6)*
- ✓ *M (pant size 8-10)*
- ✓ *L (pant size 12-14)*
- ✓ *XL (pant size 16-18)*
- ✓ *2X (pant size 20-22)*
- ✓ *3X (pant size 24-26)*
- ✓ *4X (pant size 28-30)*

Retail Purchase Price: \$33



		Women's Pant Sizes:													
Size		4	6	8	10	12	14	16	18	20	22	24	26	28	30
S		■	■												
M				■	■										
L						■	■								
XL								■	■						
2X										■	■				
3X												■	■		
4X														■	■

www.slimpressions.com • Toll-Free/Fax: 1.866.671.0906

Branches Unlimited, LLC d/b/a Slimpressions Confidential and Proprietary Information – Do Not Reproduce Without Express Permission

Classified - Internal use

Bottom Line™ Collection

Hi-Waist Control Panty

Style Number: HW-109

Hi-Waist Control Panty with Moderate Control

- ✓ *Balanced, everyday shaping control, and oh, so comfortable!*
- ✓ *Lightweight flab-u-less® control without feeling confined*
- ✓ *Smooths and shapes tummy, hips and rear with beautiful definition*
- ✓ *Extra tummy-tucking support and above-the-belt slenderization. (Save the muffin top for the muffins.)*
- ✓ *Lifts and separates the cheeks for a shapely caboose*
- ✓ *Comfortable waistband (non-binding, non-rolling)*



Made of 78% Microfiber Nylon, 20% Spandex, 2% Cotton

- ✓ *Generous smoothing compression yet light weight*
- ✓ *Easy care... machine wash cold with like colors in gentle cycle, tumble dry on low heat*
- ✓ *Tagless for extra comfort*

Manufactured in Canada

- ✓ *Purchase a superior product produced by a high-quality, North American based workforce*

Colors: Black and Nude

- ✓ *2 beautiful colors to complement a variety of fashion styles*

Sizes: Small to 4X

- ✓ *S (pant size 4-6)*
- ✓ *M (pant size 8-10)*
- ✓ *L (pant size 12-14)*
- ✓ *XL (pant size 16-18)*
- ✓ *2X (pant size 20-22)*
- ✓ *3X (pant size 24-26)*
- ✓ *4X (pant size 28-30)*

Retail Price: \$39

Women's Pant Sizes:		4	6	8	10	12	14	16	18	20	22	24	26	28	30
Size	S	✓	✓												
M				✓	✓										
L						✓	✓								
XL								✓	✓						
2X										✓	✓				
3X												✓	✓		
4X														✓	✓

www.slimpressions.com • Toll-Free/Fax: 1.866.671.0906

Branches Unlimited, LLC d/b/a Slimpressions Confidential and Proprietary Information – Do Not Reproduce Without Express Permission

Classified - Internal use

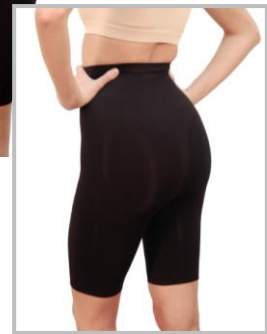
Bottom Line™ Collection

The Long Leg Shaper

Style Number: LL-110

Long Leg Shaper with Moderate Control

- ✓ *Balanced, everyday shaping control, and oh, so comfortable!*
- ✓ *Lightweight flab-u-less® control without feeling confined*
- ✓ *Smooths and shapes tummy, hips and rear with beautiful definition*
- ✓ *Extra tummy-tucking support and above-the-belt slenderization. (Save the muffin top for the muffins.)*
- ✓ *Lifts and separates the cheeks for a shapely caboose*
- ✓ *Comfortable waistband (non-binding, non-rolling)*
- ✓ *Stay-put legs (non-binding, non-rolling)*
- ✓ *Perfect with jeans, slacks or pencil skirts*



Made of 80% Microfiber Nylon, 20% Lycra®

- ✓ *Generous smoothing compression yet light weight*
- ✓ *Easy care... machine wash cold with like colors in gentle cycle, tumble dry on low heat*
- ✓ *Tagless for extra comfort*

Manufactured in Canada

- ✓ *Purchase a superior product produced by a high-quality, North American based workforce*

Colors: Black and Nude

- ✓ *2 beautiful colors to complement a variety of fashion styles*

Sizes: Small to 4X

- ✓ *S (pant size 4-6)*
- ✓ *M (pant size 8-10)*
- ✓ *L (pant size 12-14)*
- ✓ *XL (pant size 16-18)*
- ✓ *2X (pant size 20-22)*
- ✓ *3X (pant size 24-26)*
- ✓ *4X (pant size 28-30)*

Retail Price: \$45

Women's Pant Sizes:	
Size	4 6 8 10 12 14 16 18 20 22 24 26 28 30
S	4 6
M	8 10
L	12 14
XL	16 18
2X	20 22
3X	24 26
4X	28 30

www.slimpressions.com • Toll-Free/Fax: 1.866.671.0906

Branches Unlimited, LLC d/b/a Slimpressions Confidential and Proprietary Information – Do Not Reproduce Without Express Permission

Classified - Internal use

Bottom Line™ Collection

The Full Cut Panty

Style Number: FCB-107

Seamless Full Cut Panty with Light Control

- ✓ Light control, and oh, so comfortable!
- ✓ Generous smoothing compression yet very light weight
- ✓ Eliminates panty lines
- ✓ Stretch fit... Full coverage in the front and back
- ✓ Light rear enhancing support and definition
- ✓ Comfortable waistband (non-binding, non-rolling)

Made of 90% Nylon, 5% Spandex, 5% Cotton

- ✓ Generous smoothing compression yet light weight
- ✓ Easy care... machine wash cold with like colors in gentle cycle, tumble dry on low heat
- ✓ Tagless for extra comfort

Manufactured in Canada

- ✓ Purchase a superior product produced by a high-quality, North American based workforce

Colors: Black and Nude

- ✓ 2 beautiful colors to complement a variety of fashion styles

Sizes: Small to 4X

- ✓ S (pant size 4-6)
- ✓ M (pant size 8-10)
- ✓ L (pant size 12-14)
- ✓ XL (pant size 16-18)
- ✓ 2X (pant size 20-22)
- ✓ 3X (pant size 24-26)
- ✓ 4X (pant size 28-30)

Retail Price: \$24



Women's Pant Sizes:	
Size	4 6 8 10 12 14 16 18 20 22 24 26 28 30
S	4 6
M	8 10
L	12 14
XL	16 18
2X	20 22
3X	24 26
4X	28 30

www.slimpressions.com • Toll-Free/Fax: 1.866.671.0906

Branches Unlimited, LLC d/b/a Slimpressions Confidential and Proprietary Information – Do Not Reproduce Without Express Permission

Classified - Internal use

Frequently Asked Questions

■ *What makes Slimpressions® different from shapewear garments?*

Comfort. Fit. Quality. Most shapewear was designed for the special occasion. The times when you want to and need to look your absolute best. It's then that you want to pull out the heavy artillery – the firm control shapewear. The stuff that you can't wait to take off no more than three hours later. Slimpressions was designed for every day wear, however. From grocery shopping to that all day business meeting, Slimpressions slims and sculpts without sacrificing important things like oxygen and blood circulation. ☺ Will women look like they just had plastic surgery when wearing Slimpressions? No. Will they look thinner and smoother and feel better about their look on a daily basis? Absolutely!

Many other shapewear companies retain off-shore manufacturers to simply sew a couple of shiny, stretchy pieces of fabric together without regard to the nuances of a woman's body. These products tend to mush women in areas they don't want to be flattened and cause additional lumps and bumps in other areas. Worse yet, their shapers are uncomfortable and easily roll up.

Slimpressions, on the other hand, uses a patented seamless technology to leverage various weaves within one comfortable, streamlined torso. The ribbed midriff provides extra compression and structure to *smooth and shape jelly belly, muffin top, back fat and bra bulge*. This magic middle, as we like to call it, *conforms to every body type*, hourglass, cylinder, pear or apple body shape. The jersey top makes our body slimmers appear to be layering pieces. We even designed a mesh weave in the arm pits of our patent-pending, arm-flab-tackling, sleeved garments for added air flow where a woman needs it the most.

■ *How do I put on Slimpressions?*

The best way to put on a Slimpressions is to simply step in, slide up and slim down (yes, even the Top Sleekret products.) You should always look for shapewear to step in to. If you can easily slide it over your head, what's it really shaping after you get it on? When taking off Slimpressions, you follow the same process in reverse... remove the garment at the shoulders, pull down through the waist and the hips, then step out through the top.

■ *How do you recommend washing Slimpressions?*

We were not only mindful of a woman's body when creating Slimpressions, we were mindful of her lifestyle too. Who has time to hand wash their slim shapers? Women love our easy care styles. Just throw them in the washing machine and go!

■ *Do I need to wear a bra with Slimpressions?*

The decision to wear a bra with Slimpressions depends on your breast support comfort level. The Have Nots™ and Tanks-a-Little™ are certainly designed for you to BYOB (bring your own bra)! The open front design scooped just below the bra line allows you to wear your bra without an extra layer allowing you to promote "the girls" without cleavage compromise! The Haves™, Tanks-a-Lot™ and the Skinny Minis™ do have soft cups for chest coverage. So, you can wear these alone, or enjoy extra coverage if you choose to wear over your bra.

■ *Will Slimpressions roll up at the waist?*

Slimpressions has a long torso designed to sit low on your hips to reduce the chances of an untimely roll-up! Most other shapewear pieces commonly end at the waist or at the high on your hips. The problem with that approach is a woman's belly rolls, a problem for many of us, will cause them to roll up as she moves throughout the day. Slimpressions is different. By sitting low on the hips, they miss that belly "action zone" and stay in place. Further, the wide band at the base of the garment and the ribbed treatment around the torso gives the garment added structure to slim and smooth a woman's midsection and helps keep it in place. For best results, tuck Slimpressions into your pants.

■ *Where do you manufacture Slimpressions?*

Made in Canada and in the United States, we pack a lot of longevity and stability in every product.

www.slimpressions.com • Toll-Free/Fax: 1.866.671.0906

Branches Unlimited, LLC d/b/a Slimpressions Confidential and Proprietary Information – Do Not Reproduce Without Express Permission

Classified - Internal use

Testimonials

"It felt to me somewhat like a second skin, very natural. And because it held me in so well, I was not self conscious of my stomach all night long. Now when someone calls me 'Skinny Minnie', I'll immediately think of my new shapewear!" – Melinda R. from Recovering Fatty-My WLS Journey (www.recoveringfatty.com)

"I am 30 years old, and dealing with what some have nicknamed 'grandma swing.' You know, the flabby arm jiggle that happens when I wave at someone across the street or flag down a cab... So when a PR friend of mine told me about Slimpressions, I thought, this may actually be an invention I can get behind. Who is the genius that came up with this? They even have ones that cut out a spot for your bust, so it doesn't flatten 'the girls.' And one that gives you 'cleavage control top.' Genius! – Stephanie D. from Skirt! (www.skirt.com)

"I LOVE my Slimpressions, and I love that they are made by moms, for moms! What I like about Slimpressions is that they have [many] styles, including a sleeveless, and a 'bring-your-own-bra' style - PLUS - wait for it...they are comfy and stay put! I'm not kidding, ladies, Slimpressions is a winner!" – Jenny R. from Blissfully Domestic (www.blissfullydomestic.com)

"Slimpressions, I LOVE you! This is the only shapewear I have ever owned that stays put! I wore the underbra shaper all day and it dd NOT ride up!!! I can't thank you enough for this marvelous product. I will be a forever customer!! XX" – Linda Stoner

"My favorite Slimpressions pieces is called 'skinny mini'... it helped smooth my tummy enough for me to bring my slim fitting polos out of retirement!" – Holly D. from Mommies with Cents (www.mommieswithcents.com)

"This amazingly lightweight apparel can be worn year round. It is so fashion friendly that it can be worn under your clothes or even as part of that layered look." – Dr. Shafran

"OMG..... Life is better thanks to Slimpressions. A million and on thank you's for having such a great product. I purchased the "half nots" & "long leg shaper". Thinking this was not going to really hold me in place, well it is AMAZING, AWESOME, FANTASTIC. I'm certainly a satisfied customer ~ Kathyann McCarthy

"I have found with other 'slimming undergarments' either roll-up in an unflattering and uncomfortable way or make you feel like your eyes are going to pop right out of your head. This shirt did neither. It stayed snug on my hips and didn't make me feel like I was going to pass out. I wore my 'skinny jeans,' we all have them, and they were a little loose...which thrilled me to no end." – Amanda H. from Mom of Faith (www.momoffaith.com)

www.slimpressions.com • Toll-Free/Fax: 1.866.671.0906

Branches Unlimited, LLC d/b/a Slimpressions Confidential and Proprietary Information – Do Not Reproduce Without Express Permission

Classified - Internal use



Real Shapewear for Real Women™

Just step in... slide up... slim down!

Story Ideas

- Eight Tips to Look Ten Years Younger
- Why Moms make the best CEOs
- Celebrity Flaw Fixes Every Woman Should Know
- Confidence Boosters for Women
- How to Eat What You Want and Still Look Thinner This Season
- Wardrobe Must-Haves for a Slimmer, Sexier You
- The Business of False Advertising. It's Legal!
- Thriving Industries in a Down Economy
- Top 10 Proven Ways to Reduce Belly Fat
- Tips for Regaining Your Pre-Pregnancy Body
- How to Age Gracefully
- Top Fashion Trends for the Fall
- 20 Minute Ab Workouts for Busy Moms
- Quick and Easy Makeover Tips for Working Moms
- 15 Minute Daily Workout for Toned Arms
- Slimming Techniques used by the Stars
- How Entrepreneurial Moms Make it all Happen
- Mind, Body, and Soul Makeovers
- Everyday Wardrobe Essentials for Extraordinary Women
- How Looking Your Best Can Lift Your Spirits
- How to Effectively Balance Work and Family Life
- Have Your Cake and Eat It Too: Learn How to Look Great While You're Enjoying Holiday Treats
- Go Ahead and Have Some Hors d'oeuvres :Expert Reveals How to Enjoy Holiday Parties While Looking Slimmer
- Secret Celebrity Flaw Fixes for the Holidays: Expert Reveals How to Look Fabulous This Season
- Body Image Expert Says, "Don't Hate Your Figure!": Look Like a Million Bucks Without Starving Yourself
- Fit Into a Sexy Dress Without Starving Yourself: This Expert Reveals the Secrets of the Stars
- If Your New Year's Resolution Is to Slim Down: Learn How to Look Slimmer *Now*, Exercise *Later*
- Get the Look Without the Sit-ups: Image Expert Reveals the Secrets Celebrities Use to Look Fabulous
- Not Your Mama's Girdle!

www.slimpressions.com • Toll-Free/Fax: 1.866.671.0906

Branches Unlimited, LLC d/b/a Slimpressions Confidential and Proprietary Information – Do Not Reproduce Without Express Permission

Classified - Internal use

Who are these Mompreneurs?

Amy Pedersen



Amy Pedersen is managing member and co-owner of Slimpressions® providing leadership for the firm in the areas of product design and development, market awareness and communications, and sales channel management.

Pedersen has spent a majority of her career promoting brands including Delta, Dodge, Wachovia, Hardee's, Century 21, Mrs. Winner's, Powertel, Gardening123.com, Norfolk Southern, Orkin and Coca-Cola. As vice president of marketing and development at The Lupus Foundation of America, Georgia Chapter, Pedersen increased awareness of the disease and raised funds for the 501c3 through events and grant awards. Despite just having made partner at international ad agency, JWT, Pedersen took a four-year sabbatical from the traditional professional world to stay home with her children. During that time, Branches Unlimited was founded and Slimpressions was developed.

Pedersen holds a B.A. in Journalism from the University of Georgia and an M.S. in Marketing from Georgia State University. In addition, she is a professional speaker and the author of The Miracle of Me, How to Lead, Succeed and be Brand You – A College Student's Guide to Extraordinary Success and Sorority Rush Insights – The Resource for Sorority Recruitment Success. Pedersen is also a member of the Moms in Business Network, the National Association of Female Executives, and the Society of Children's Book Writers and Illustrators. She and her husband, Jon, have been married for 15 years and are the proud parents of two children, Caroline (10) and Jack (8).

Jennifer Daniels

Jennifer Daniels is managing member and co-owner of Slimpressions leading the firm in the areas of business operations, finance, supplier management, and distribution. Prior to Slimpressions, Daniels was vice president of marketing for USIS, the nation's largest background screening company, where she led strategic planning, product management, market development, and marketing communications for the firm's commercial services unit.



Before USIS, Daniels was vice president in ChoicePoint's employment screening division, where she was responsible for new product development and ongoing product management. Daniels began her professional career as a college intern with GE in 1988 and served GE in progressive leadership roles in the company's technology and financial services business units until 2004. During her time with GE, Daniels was Six Sigma Black Belt trained and spent more than two years leading several process improvement projects that resulted in productivity increases in the areas of risk underwriting, product delivery and sales effectiveness.

Daniels holds a B.S. in Finance from the University of Maryland and a M.B.A. from Georgia State University. In addition, Daniels is a graduate of two management training programs through GE. She and her husband, Frank, have been married for 17 years and have three amazing boys: Michael, Brian, and Kevin.

www.slimpressions.com • Toll-Free/Fax: 1.866.671.0906

Branches Unlimited, LLC d/b/a Slimpressions Confidential and Proprietary Information – Do Not Reproduce Without Express Permission

Classified - Internal use