



For Immediate Release

New Product Line Transforms Casts and Braces Into a Functional Fashion Statement

**CastCoverz!™ put the “fun” into “functional” by
preventing scratching and snagging, keeps casts and braces clean;
and provides a fashion statement!**

Hollister, CA. (March 2010) - It's not easy to suffer a broken bone or a sprain...and wearing an ugly, cumbersome cast, boot, or brace adds insult to injury. But a California entrepreneur launched a unique new product line into the marketplace to infuse some fun and function into the otherwise difficult ordeal of broken bones and injured appendages – which studies show are increasing in numbers.

CastCoverz! is a functional and fashionable product line designed to cover casts and braces. CastCoverz! products are uniquely created to fashionably protect the surrounding skin from irritation, prevent clothes from snagging, and keep orthotic devices clean. Their flagship product is a stretchy, colorful, and washable fabric cover in a range of delightful designs that easily slip over casts and braces of multiple shapes and sizes. With designs ranging from flowers to skulls to hearts and leopard prints and much more, CastCoverz! transforms just about any leg, arm, hand, or finger cast or brace into a fun, functional fashion statement. Other complimentary products are available, too. For example, fashionable Slingz! for the arm cast, Gutterz! for buddy finger injuries, and Sleeperz! an exceptionally soft cover for night-time comfort.

Plus, CastCoverz! are as functional as they are fun.

“Dealing with the pain of an initial injury is very challenging. Adding insult to injury, casts and braces will scratch surrounding skin increasing the risk of additional infection, snag clothing, and get foul looking and smelling. Wearing a CastCoverz! daily prevents those irritating side-effects from happening,” explained Annette Giacomazzi, creator of CastCoverz! In contrast to permanent decal products, CastCoverz! are removable for washing and autographing on the cast, a tradition especially appealing with children.

Ms. Giacomazzi should know. Her “aha” moment for CastCoverz! came after her adventurous 10-year old daughter broke her sixth (6th) bone. Putting a positive spin on the situation, Giacomazzi sewed a “stretchy sleeve” and fashionable matching sling to cover her daughter’s distorted, ugly full-arm cast. Then she sewed another cover and another sling. Friends and strangers started to rave about the novelty and functionality of the designs. At that point, realizing she might be on to something bigger, she began researching the marketplace, and concluded that the flat, commercial, uninspired product offerings of the medical device and soft goods industry needed, at minimum, updating. If history is an indicator of future performance, Ms. Giacomazzi will introduce products that will bring a smile and have pizzazz.

She also discovered statistics to indicate this is a growing market. Just in the year 2006 there were nearly 4,000,000 visits to the ER in the U.S. for fractures, alone. And studies show that children’s sports injuries – including broken bones – continue to escalate due to increased participation in organized sports.

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Baby boomers, too, are taking up sports in unprecedented numbers – and staying active for many more years. While that’s good news, it also brings an increase in injuries requiring casts and braces.

“Adults and kids alike love selecting CastCoverz! that fit their style and personality. We have many customers who purchase in multiples to change out their look. Children and young adults typically prefer the “look at me, I’m having fun with my injury” designs; whereas mature adults prefer the more discreet or custom designs to blend in,” Giacomazzi said. “All agree CastCoverz! products prevent the irritation, scratching, snagging, and general unpleasantness that comes with orthotic devices to immobilize injuries. Simply put, wearing a CastCoverz! is a functional fashion statement,” Giacomazzi added. CastCoverz! products are currently available at select local orthopedic surgeon offices or at www.castcoverz.com.

CastCoverz! is a brand of MediFAB3, founded by Annette Giacomazzi in 2009 to provide stylish alternatives to the removable medical soft goods industry. Currently in development are fashionable and functional covers for picc-bags (portable medical backpacks designed to directly pipeline nutrition and/or medications to oncology or gastroenterology patients), epi-pens and oxygen tanks. MediFAB3 serves those in an acute medical care stage. All products are professionally and proudly manufactured in the USA.

For more information:

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Story Ideas: “California mompreneur” braves the economy to launch
innovative new business
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