



Daughter's 6th Broken Bone is Mom's AHA! Moment

Mompreneur Creates Innovative New Product Line to Transform Casts and Braces into a Functional Fashion Statement

Hollister, CA - July, 2010 -- As any parent knows, it's not easy to see your child suffer with a broken bone or sprain. But for California mom, Annette Giacomazzi, it was becoming a way of life when in 2008, her adventurous 10-year old daughter broke her sixth bone. That's when it hit her to create a unique product line designed to cover casts and braces. CastCoverz! products are fun and fashionable but also highly functional, protecting the surrounding skin from irritation, preventing clothes from snagging, and keeping orthotic devices clean.

Just like her daughter's fractures, CastCoverz! products are multiplying. Currently, the product line includes Armz!, Legz!, Slingz!, Sleeperz!, Splintz!, Gutterz!, and Bootz! Designs range from edgy to innocent, to formal and discreet. CastCoverz! transform just about any leg, foot, arm, hand, or finger cast or brace into a fun, functional fashion statement. "We have a large custom division, too. For example, we had to turn around a set of Slingz! and Armz! for a Mother of the Bride in record time! They told me we saved the wedding." Giacomazzi added.

"Dealing with the pain of an initial injury is very challenging. Adding insult to injury, casts will snag clothing and furniture, get foul-looking and scratch surrounding skin, increasing the risk of infection," explained Giacomazzi, adding, "Wearing CastCoverz! prevents those irritating side effects." In contrast to permanent decal products which don't address those side effects, CastCoverz! are changeable and removable for washing and autographing the cast, a tradition especially appealing to children.

And with another growing trend – baby boomers playing sports in unprecedented numbers – that also brings an increase in injuries, and a market ready to embrace CastCoverz! "Adults and kids alike love selecting CastCoverz! that fit their style and personality," said Giacomazzi. "Children and adults with out-going personalities typically prefer the 'look at me, I've having fun with my injury' designs; whereas professional surroundings or reserved personalities prefer discreet designs."

It all started when Giacomazzi decided to sew a couple different covers for the behemoth cast straddling her daughter's arm and people really began to take notice. Then, the seemingly unrelated injuries and illnesses of her daughter, her sister and a friend merged and that's when her AHA! moment occurred: necessary medical products don't have to be dull and uninspiring. Her entrepreneurial mind got to thinking. With further research revealing an estimated 4,000,000 ER visits are due solely to fractures, she knew there was a market for her creation to help others ease the ordeal of a broken bone or injury, too.

"The only thing I regret," Giacomazzi summarized, "is my precious daughter had to break 6 bones for me to finally get it: To transform the medical after-care market with functional and stylish designs that place the patients' well-being, first. We put the fun into function." 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 d. Giacomazzi in 2008. MediFAB3 is the global leader in delivering stylish and functional alternatives for removable soft-goods in the medical, athletic and military after-markets. All products are professionally and proudly manufactured in the USA. Smiles Guaranteed!™

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