



THE
TECHNICAL
GUIDE FOR OPERATORS

PROFESSIONAL MATERNITY AND POSTPARTUM INTIMATE WEAR

We want to be the essential intimate support



Mysanity is born from the desire of individuals who have years of experience in the intimate wear industry to dress every mother with comfort and security. At Mysanity, we strive to view our entire production from the perspective of mothers, allowing us to offer a product that is not only visually appealing but also extremely practical, safe, and functional.

Each item in our product line has unique characteristics that set it apart from others, making it more functional and easy to use, providing greater benefits to mothers. Our prenatal intimate garments are specially

designed not to hinder the natural development of the belly or breasts, increasing specific support while reducing and alleviating any tension.

Our postpartum intimate wear is specifically designed to achieve a rapid and proper recovery of the body shape after months of pregnancy. It is characterized by being very practical in terms of functionality and fit..

Mysanity, professional and high-quality intimate garments, designed, studied, and tested with passion, knowledge, and experience.

THE “MADE IN ITALY” LABEL

The result is a sustainable product built with superior quality.



Research, craftsmanship, and social responsibility are the cornerstones of our DNA, a unique combination that sets us apart from other brands in the industry. The strategic choice not to produce abroad allows us to be one of the very few brands in the current market that can apply the “Made in Italy” label, operating the complete production cycle, from sourcing raw materials to packaging the finished product, strictly in Italy.

Since 2005, Mysanity has been a pioneer in the Pear production, based on the territorial distribution of raw materials and expertise—a new business model rather than a different production model. The Pear production is like a sewing machine: it stitches together the value of territorial skills, the true treasure of the

Made in Italy concept, combining a demand increasingly based on digital interaction with a coordinated offering among different peers in research, production, and distribution.

Mysanity’s production centers are located throughout Italy according to the available professional skills in the design and processing of raw materials. Every processing phase is carefully executed, thanks to the craftsmanship and experience of our artisans who guarantee the highest levels of quality.

Thanks to this network of partners, conscious use of resources, and new technologies, the supply chain is simplified and becomes shorter and more sustainable.

NATURAL AND GUARANTEED MATERIALS

Natural well-being

COTTON

Cotton is a plant-based fiber that is biocompatible, hydrophilic, highly durable, and flexible. Due to its fineness and softness, it provides a feeling of well-being when in contact with the skin. Cotton does not generate static charges and has a natural anti-stress effect.



INDESTRUCTIBLE COTTON

Innovative indestructible cotton fabric with a tightly woven structure that is more durable. It ensures longevity and elasticity even under strong stress.



MODAL®

Modal® is a natural fiber derived from beechwood cellulose. Fabrics made with Modal fiber are pleasantly soft and comfortable to wear. They do not pill and are less prone to shrinking and fading compared to cotton. Additionally, when washed in hard water, Modal fabrics do not retain minerals like limescale on the treated surface. Modal fiber is approximately 50% more absorbent per unit volume than cotton.

Modal® è un marchio registrato da Lenzing AG - Austria



BAMBOO

The fiber is derived from the bamboo pulp. It is characterized by excellent breathability and a distinct softness. It is also a new "Eco-Friendly" natural fiber as the bamboo used is cultivated in a natural manner, without the use of fertilizers and pesticides, in full respect of the environment. Bamboo fiber possesses the typical characteristics of natural and organic fibers. It is gentle on the skin and has antibacterial and hypoallergenic properties.



All our items are composed of carefully selected and certified high-quality materials. They are free from harmful chemical treatments that could be detrimental to both health and the environment, ensuring the best performance. Mysanity's continuous research into innovative raw materials and production capabilities has contributed to the development of new generations of products for the well-being of mothers.

The use of hypoallergenic materials with dyeing processes free from heavy metals, as well as the choice of soft accessories that do not cause skin irritations due to nickel and formaldehyde-free components, are additional values that characterize our line of professional intimate

Material: It is advisable to prefer models made of natural fibers (such as cotton, modal, and bamboo) to ensure proper breathability of the skin and keep it dry at all times.

wear. We strive to be a sensitive and creative partner while maintaining a technological, practical, and professional approach to provide the best experience for all mothers before, during, and after pregnancy.



THE ESSENTIALS FOR BECOMING A MOTHER.

Intimate wear created to provide the right comfort during pregnancy and the immediate postpartum period.



Many of our intimate garments are essential for the clinic, as they are designed and modified based on specific instructions provided directly by qualified medical personnel. Convenience and functionality are the primary characteristics of these products, identified as “essential for the clinic.”

Each hospital has its own rules and requirements for women who are about to give birth. Usually, during childbirth preparation courses, handouts are distributed listing the clothing and items required by the hospital.

In the absence of specific instructions, you can visit our website at www.mysanity.it, where you will find a standard list that can be customized according to your habits and needs.

To facilitate immediate identification, the essential products have been marked with a special label.



Products with an appealing design that are also practical, safe, technical, and functional.

SALES SUPPORT

The commitment to effectively communicate the advantages of the product line.

cm 40 e 70

L'indispensabile per diventare Mamma

mYSANITY

L'intimo professionale pre e post parto

cm 218

Metal display stand
cm 70 x 218 21 Hooks



Guide for mothers



Guide for operators

Cardboard display stand
cm 45 x 37x170 8 Hooks

During pregnancy, perfect shape



During pregnancy and after childbirth, intimate clothing is important for a woman's physical and psychological well-being. Comfort, support, and freedom of movement are at the core of all our offerings.



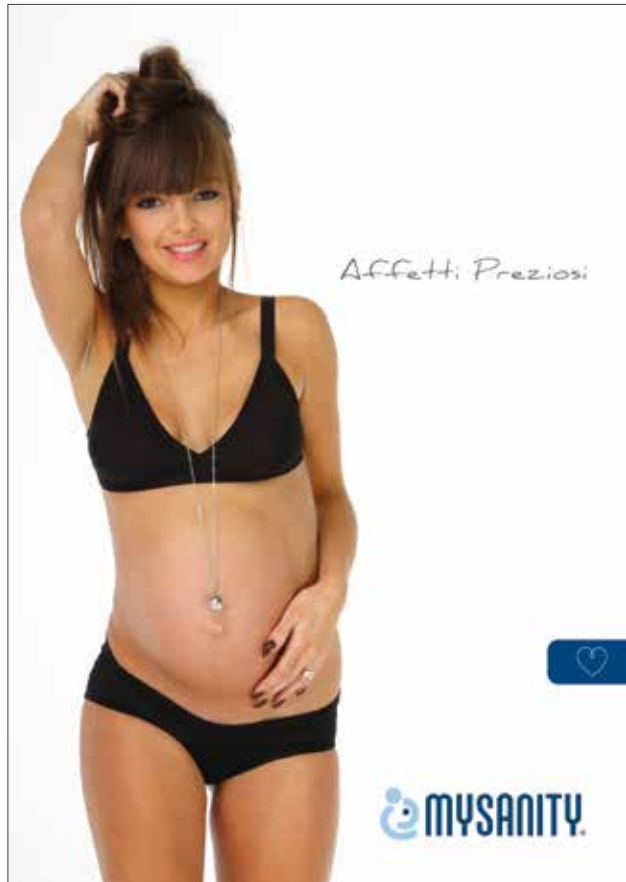


After childbirth, ready to breastfeed.



At the moment of childbirth, an important hormonal transformation begins, aimed at normalizing the abdomen and providing nourishment to the newborn. The postpartum period only requires a few additional hygiene rules and some reliable products. Mother nature takes care of everything else with great expertise.





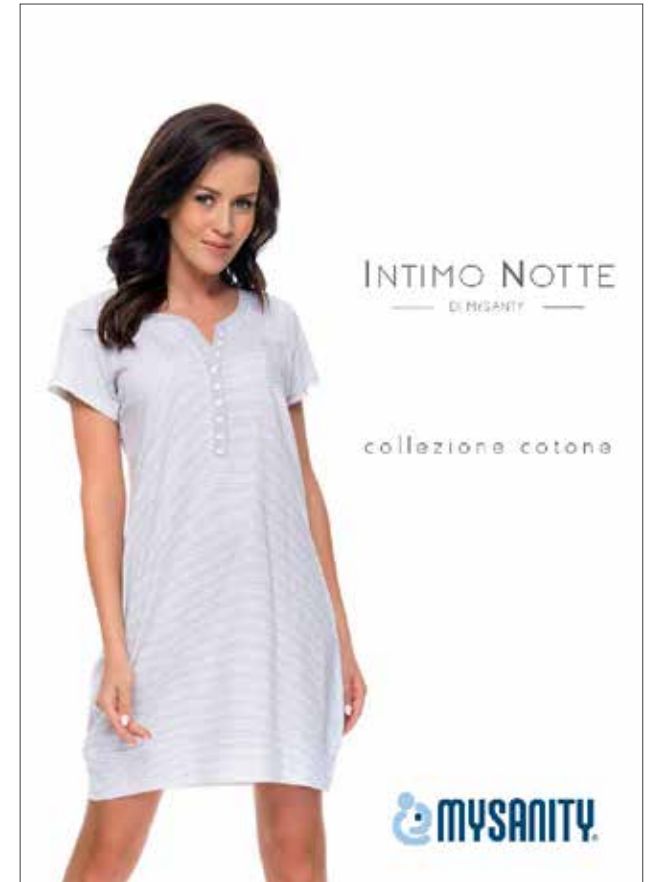
Chiama Angeli, Ambra, and handmade bracelets created by skilled artisans capable of crafting true unique masterpieces in terms of style and quality. These creations are made with precision, skill, and experience, resulting in exquisite pieces that stand out for their craftsmanship and beauty.

THE OTHER PRODUCT LINES

The answer for all women and mothers who love to live each day with the dynamism and freedom that make life more enjoyable.



Being close to women during one of the most important moments in life, motherhood, is the mission that has driven our business for years. With the creation of the Affetti Preziosi and Intimo Notte lines, we can be even more attentive to the needs of mothers. The technical features of the materials used in these lines ensure freshness, safety, and freedom of use, which are essential characteristics for women who want to fully embrace their role as mothers and live their best lives.



Characterized by delicacy, freshness, and subtle refinement, the collection is designed for active mothers and expectant mothers who are sensitive to current trends and appreciate simplicity and elegance.



 **MYSANITY**®

WWW.MYSANITY.IT