



HOT milk™
NURSING LINGERIE
SALES & FITTING
GUIDE

WELCOME TO HOTmilk

WE ARE DELIGHTED THAT YOU HAVE CHOSEN TO SELL **HOTmilk** IN YOUR STORE. **HOTmilk** IS THE GLOBAL LEADER IN SEXY, FASHIONABLE MATERNITY and NURSING LINGERIE.

Our campaigns are designed to push the boundaries of pregnancy and nursing lingerie which will bring customers flocking to your store! We have created this guide for you, so you in turn can find the perfect lingerie fit for your customers. Wearing the right size in beautiful nursing and maternity lingerie will mean they love it even more!

We offer a full range of bra sizes from a B-cup to an H-cup. This ensures you will keep all of your customers happy and that you will never have to pass up a sales opportunity because of a missing size.

Thank you for your support and happy selling.



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THE IMPORTANCE OF A MATERNITY OR NURSING BRA

HOTmilk Lingerie is specifically designed for pregnant and breastfeeding women. Pregnancy and being a new mother are challenging times in a woman's life and wearing plain lingerie certainly doesn't do anything to lift her spirits. This is a time when, more than ever before, she needs to feel special. Our philosophy is to empower women, to remind them that they are beautiful and SEXY! **HOTmilk** helps pregnant women and new mothers regain their femininity and sensuality - it gives them confidence in themselves which in turn benefits those around them.

Your customers may not know the benefits of a **HOTmilk** maternity and nursing bra, especially if this is their first pregnancy. ***Below are some of the key benefits and selling points of our maternity and nursing lingerie:***

Traditional underwire bras can place pressure on milk ducts and restrict milk flow potentially leading to plugged milk ducts.

- *All of our **HOTmilk** bras are underwire-free.*
- *We use power-fabric and wider cotton-lined straps for extra support and comfort.*

Traditional bras do not provide room for the diaphragm to grow during pregnancy.

- ***HOTmilk** bras have six rows of hook and eyes. This allows room for the diaphragm to expand during the months of pregnancy and the ability to tighten after the baby is born and the diaphragm settles.*

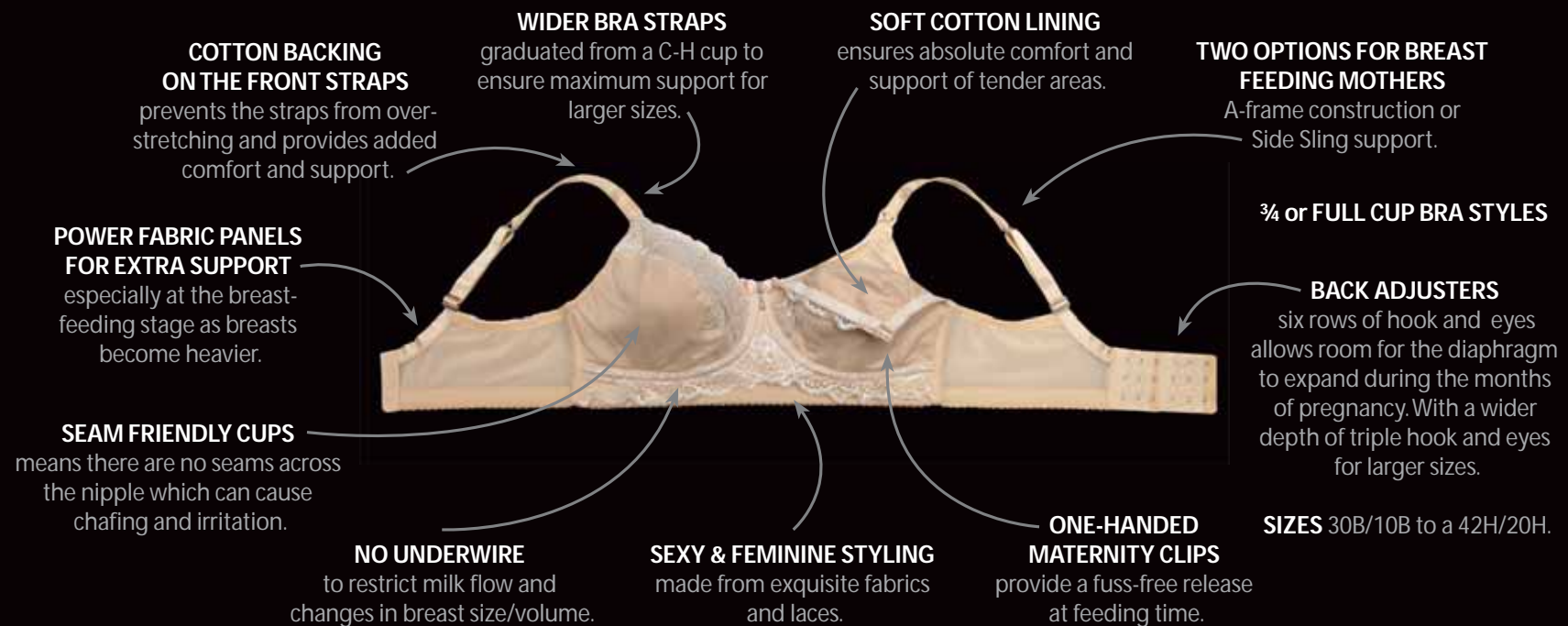
Seams and stitching across the nipple area, or unlined bras, can cause irritation on already sensitive and tender breasts.

- *All of our **HOTmilk** bras have either concealed seams, or seams that are away from the nipple area, to avoid any aggravation.*
- *All **HOTmilk** bras have soft cotton lining for comfort and support.*

Maternity and breast-feeding lingerie does not have to be ugly, boring and un-sexy.

- ***HOTmilk** specialises in sexy, feminine maternity lingerie made from exquisite fabrics and laces.*
- *Our bras and tops are beautiful and practical with no-fuss one-handed maternity clips for quick and easy breast-feeding.*

FEATURES OF A HOTmilk BRA



HOTmilk SLEEPWEAR

Our sleepwear features the same wonderful design aspects as our lingerie. Even during sleep-time, there is no need for your customer to go without **HOTmilk**.

NIGHTIES, CAMISOLES & TOPS

SHELF SUPPORT & INTERNAL CUP SHAPING - for a great bust silhouette and extra wide underbust shelf support provides amazing comfort and support without feeling constrictive during sleep.

UNDER BUST PLEATING - is featured on all of our camis and nighties to allow for comfort and room to grow throughout pregnancy.

SILKY SOFT LININGS & STRETCH FABRICS - in silky microfibre with soft cotton modal lining to provide the ultimate in comfort .

ONE HANDED MATERNITY CLIPS OR BUTTONS - for a fuss-free release at feeding time.

PJ PANTS & SHORTS

DRAWSTRING and ELASTIC WAISTBANDS - allow for comfort and room to grow.

ADJUSTABLE LEG LENGTH - ribbon ruching allows for the length of pj's to be adjusted to your customer's preference.



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CUSTOMER F.A.Q

When should I buy my first HOTmilk maternity & nursing bra?

All women are different and no two pregnancies are the same. The increase in weight and size of the breast during pregnancy will cause the skin to stretch and the breast to drop, which is why it is important for pregnant women to be fitted for a new bra regularly.

3-4 months is generally when a woman will first notice an increase in the size of their bust. We strongly recommend that you measure and fit them to ensure they have the best fitting **HOTmilk** bra.

A follow up fitting at **7 months** depending on the development of their bust size is also recommended. If their bra feels constrictive in any way, advise them to return for their fitting to be checked.

How big will my breasts grow during pregnancy?

Every woman is different. It is not uncommon for a woman to go up 2-4 band sizes and 2-4 cup sizes in pregnancy. The only way to know is to fit your customer at 3 months and then have their fitting checked at 7 months when the breast size will have stabilised. If their bra feels constrictive in any way, advise them to return for their fitting to be checked.

Should I wait until after my baby is born to buy my HOTmilk maternity & nursing bras?

We do not recommend women wait until after their baby is born to be fitted for a **HOTmilk** bra. It is important to wear a maternity/nursing bra from 3 months as the milk ducts develop during pregnancy and wearing a normal underwire bra during pregnancy can place pressure on the ducts. This can lead to blocked milk ducts or mastitis during and after pregnancy, which is why our bras are underwire free.

Which nursing bra is better, A-frame or side-sling?

Our bras have either an internal A-frame or side-sling support for feeding. It is the customer's personal preference what she finds the most comfortable.

The A-frame provides a triangle frame around the breast when the cup is dropped down for feeding. This option provides more coverage and support so they are more suitable for larger bust sizes and in full-cup styles.

The side sling cradles the bust from the side of the cup during feeding. As there is less coverage they can be used in $\frac{3}{4}$ cup styles. This option provides more skin-on-skin contact between mother and baby during feeding.

How many HOTmilk bras do I need?

Our surveys have shown that a woman will need at least 2-3 **HOTmilk** maternity/nursing bras. Women will need their first **HOTmilk** bra in their first trimester (suggest different colours for variety) and then

another couple at their re-fit at 7 months, which will see them through the birth of their baby and their milk flow arriving. This will ensure they will always have a clean, dry bra available when nursing.

If I buy a maternity/nursing bra at 3 months, will I use it again if I grow out of it?

Some customers may hesitate about buying a maternity/nursing bra at 3 months, as they may think it is a waste of money if they will grow out of the bra later in their pregnancy. To give the customer some assurance let them know that the bra they buy at 3 months could still be worn again post-pregnancy when feeding has decreased and the breasts have reduced in size.

Should I buy my HOTmilk bra one size too big to allow room to grow?

NO. The bra will be unsupportive, not to mention uncomfortable. All of our bras have 6 rows of hooks and eyes to allow room for expansion

in the diaphragm. And our fabrics all have stretch in them for support and comfort. An initial fitting at 3-4 months and a follow up fitting at 7 months should ensure the customer is wearing the best fitting and most supportive size for her bust.

How should I care for my HOTmilk lingerie?

Always wash in cold water with regular detergent. NO bleach, NO additives.

Hand wash in cold water with like colours or place inside a lingerie bag using your washing machine's cold-water delicate cycle with like colours. All hooks, clips and fastenings need to be closed before washing.

Hang-dry out of direct sunlight to extend the life of the lingerie. Using a tumble dryer can stretch and distort the shape of lingerie.

QUESTIONS TO ASK YOUR CUSTOMER

AFTER YOU HAVE FOUND OUT THAT THE CUSTOMER IS PREGNANT. ASK THE FOLLOWING QUESTIONS:

- How far along in her pregnancy she is? *This will give you an idea of how much growth to expect and room to allow in the bra.*
- If she would like to have a fitting? So you can ensure the customer is fitted in the correct size and style for her needs.
- What the customer is wanting from a maternity bra?
- Explain the differences between a normal bra and a **HOTmilk** maternity bra.

ONCE YOU HAVE FOLLOWED THE FITTING PROCESS AND THE CUSTOMER IS WEARING THEIR CORRECT SIZE. ASK THE FOLLOWING QUESTIONS:

- Do you like the look of the bra?
- Is this what you had in mind?
- Do you like the shape? *Recommend for her to try a top on over the bra to see if she likes the shape it gives.*
- Are you happy with the amount of coverage in the cup?
- Do you feel supported enough?
- Have you tried the maternity clips?
- Does the A-frame/side-sling feel comfortable inside the cup?



SELLING TIPS

SURVEYS SHOW MOST WOMEN WILL NEED AT LEAST 2-3 MATERNITY OR NURSING BRAS. This ensures they will always have a clean, dry bra available when they are nursing. They will need their first maternity bra at around three months, then again at around seven months. Suggest different colour options.

SO YOU UNDERSTAND THE HOTmilk FIT, TRY ON ALL OF THE HOTMILK BRA'S & SLEEPWEAR IN EACH STYLE. $\frac{3}{4}$ and full cup bras give different silhouettes and this will enable you to understand the fit and help you relate and answer any of your customer's questions.

ALWAYS INCLUDE A MATCHING PAIR OF UNDERWEAR IN THE CHANGING ROOM WITH THE BRA. The customer is focused on buying a bra so just drop them a little hint or a reminder about matching underwear. Don't forget to follow up when processing the sale at the cash-desk.

PRESENT THE CUSTOMER WITH OPTIONS. $\frac{3}{4}$ or Full Cup? Nightie or pyjamas? Black or Pink?

CHECK TO SEE IF THE CUSTOMER HAS PACKED THEIR HOSPITAL BAG. **HOTmilk** has a range of sleepwear separates perfect to take to the hospital.

IF SOMEONE IS BUYING HOTmilk SLEEPWEAR FOR A GIFT, PLEASE REFER TO CAMI & NIGHTIE OR PYJAMA SIZE GUIDE. Offer a gift exchange card if the customer is still unsure.

AT THE POINT OF SALE REMEMBER TO ADD THEM TO YOUR DATABASE OR LOYALTY SCHEME. So you can call them when you have new **HOTmilk** deliveries or for their follow up fittings.

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HOW TO MEASURE FOR A HOTmilk BRA SIZE

A BRA SIZE IS MADE UP OF TWO MEASUREMENTS - BAND AND CUP.

To measure you will need a tape measure in either cm or inches.

When measuring a woman's correct bra size she will need to leave her own bra on.

It cannot be a style with a padded cup as this will give a false measurement in the cup size.



BAND MEASUREMENT

BAND MEASUREMENT

- Ask the customer to stand straight with their back to a mirror. Their arms by their side. This gives the most natural shape to the bustline.

- Keeping the measuring tape parallel with the ground, measure around the diaphragm directly under the bust.
- The tape should be firm but not so tight it pinches.
- Make sure the tape is straight across their back and level with the front (use the mirror to view the back).
- Ask the customer to exhale and then take a firm measurement and refer to cm or inches table for Band Size.



CUP MEASUREMENT

CUP MEASUREMENT

- Ask the customer to stand straight with their back to a mirror. Their arms by their side. This gives the most natural shape to the bustline.

- Keeping the measuring tape parallel with the ground, measure across the fullest part of their bust (usually the nipple area).
- The tape should be sitting loosely across their bust and not cutting in.
- Make sure the tape is straight across their back and level with the front (use the mirror to view the back).
- Take a loose measurement, rounding up to the nearest cm or inch and refer to cm or inches table for Cup Size.

If the customer has 2 different sized breasts, the largest breast determines the cup size.

HOW TO FIT A HOTmilk BRA

AFTER DETERMINING THE CUSTOMER'S BRA SIZE, IT IS NOW TIME TO FIT THE BRA.

Every bra will fit slightly differently and not every bra will suit every bust shape, so suggest to the customer to try a few different styles of **HOTmilk** bras. Have their Sister Size bras on hand to ensure the best fit.

1. Before fitting the bra, extend the shoulder straps out right to the end.
2. The customer should slip the straps over their shoulders and whilst holding both ends of the bra, lean forward into the bra so their bust will fall naturally into the cups.
3. Ask them to stand up straight and fasten the back closure to the second tightest set of eyes. All **HOTmilk** bras have 6 rows of hook & eyes to provide room for expansion in the diaphragm, which will allow for the bra to be loosened (on average) one set of eyes per month during pregnancy.

Note: If the customer is at 7-8 months pregnant when she is being fitted, the bra should be fastened on one of the looser set of eyes.

4. Pull the bra down firmly to position the back fastening underneath the shoulder blades.
5. The customer should lift the bust into the bra cups by using the opposite hand to the breast. This ensures the breast is correctly positioned in the cup and isn't sitting under the band or spilling over the top of the underarm.

Note: There should be enough room in the cup to allow for the customer to slide their hand into the upper cup for expansion when the milk flow arrives.

6. Lastly adjust their shoulder straps so they give a firm but comfortable uplift to the bust.



FITTING CHECKLIST FOR A HOTmilk BRA

CUP - SHOULD SIT COMFORTABLY OVER THE BREAST AND PROVIDE GOOD COVERAGE.

BACK - SHOULD SIT FIRMLY BUT COMFORTABLY AROUND THE BACK.

STRAPS - SHOULD REST COMFORTABLY ON THE SHOULDERS. THEY SHOULD FEEL SUPPORTIVE AND NOT DIG OR LEAVE RED MARKS.



- If there is wrinkling in the cup, the cup is too big. Try a smaller cup size.



- If the breast is bulging over the top or at the underarm, the cup is too small. Try a larger cup size.

Note: There should be enough room in the cup to allow for the customer to slide their hand into the upper cup for expansion when the milk flow arrives.



- If the underbust or backs are overstretched and cutting, this means the back is too small. Try a larger back size.
- If the straps are digging into the shoulders OR leave red marks, this means they are too tight. Loosen the straps or have their band size re-checked.



- If the bra is riding up at the back this means the back is too big. Try a smaller band size.

FITTING CHECKLIST FOR A HOTmilk BRA

BREASTFEEDING FUNCTIONS

FEEDING

GET THE CUSTOMER TO TRY THE DROP DOWN CUP WHILST IN THE FITTING ROOM

- Make sure the customer understands how to undo the maternity clip easily and preferably with one hand.
- If the bra has either an A-frame or a side sling support panel, make sure it doesn't cut in anywhere over the breast or at the underarm when the cup is dropped down.
- Check the cup drops down far enough for feeding, ideally the cup should sit lower than the A-frame at the centre front so it drops down further.
- NOTE: It will depend on the type of fabric in the top cup as to how much this area will give when dropping the cup down.

A FRAME

SHOULD SIT COMFORTABLY ACROSS THE TOP OF THE BREASTS

- Check the A-frame is sitting comfortably against the breast and that it doesn't cut in across the top of the cup.
- Check the inside opening is large enough to expand and doesn't cut in.
- Make sure there is enough overlap between the top of the cup and the A-frame cut out. If there is a gap this may mean the cup is too small and the breast is pushing the cup out and putting strain on the cup.



HOTmilk BRA SIZE GUIDE

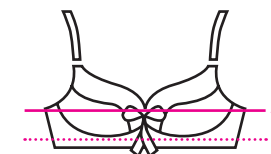
CENTIMETRES

CUP MEASUREMENT = A

Measure around the fullest part of your bust. Check in a mirror side-on that the tape is level and straight around your body. Take a loose measurement, rounding up not down.

BAND MEASUREMENT = B

Measure directly under your bust. Place the tape measure around your torso, just under your bust. Check in a mirror side-on that the tape is level and straight around your body. Take a firm measurement.



UNDERBUST MEASUREMENT IN CENTIMETRES

UNDERBUST MEASUREMENT IN CENTIMETRES	63-67	68-72	73-77	78-82	83-87	88-92	93-97	98-102
EUROPE	65	70	75	80	85	90	95	100
UK / USA	30	32	34	36	38	40	42	44
FRANCE	80	85	90	95	100	105	110	115
NEW ZEALAND / AUSTRALIA	8	10	12	14	16	18	20	22

OVERBUST MEASUREMENT IN CENTIMETRES

CUP SIZE A	77-79	82-84	87-89	92-94	97-99	102-104	107-109	112-114
CUP SIZE B	79-81	84-86	89-91	94-96	99-101	104-106	109-111	114-116
CUP SIZE C	81-83	86-88	91-93	96-98	101-103	106-108	111-113	116-118
CUP SIZE D	83-85	88-90	93-95	98-100	103-105	108-110	113-115	118-120
CUP SIZE DD	85-87	90-92	95-97	100-102	105-107	110-112	115-117	120-122
CUP SIZE E	87-89	92-94	97-99	102-104	107-109	112-114	117-119	122-124
CUP SIZE F	89-91	94-96	99-101	104-106	109-111	114-116	119-121	124-126
CUP SIZE FF		96-98	101-103	106-108	111-113	116-118	121-123	126-128
CUP SIZE G		98-100	103-105	108-110	113-115	118-120	123-125	128-130

HOTmilk BRA SIZE GUIDE

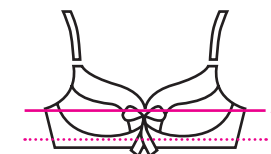
INCHES

CUP MEASUREMENT = A

Measure around the fullest part of your bust. Check in a mirror side-on that the tape is level and straight around your body. Take a loose measurement, rounding up not down.

BAND MEASUREMENT = B

Measure directly under your bust. Place the tape measure around your torso, just under your bust. Check in a mirror side-on that the tape is level and straight around your body. Take a firm measurement.



UNDERBUST MEASUREMENT IN INCHES

UNDERBUST MEASUREMENT IN INCHES	25 - 26.5	27 - 28.5	29 - 30.5	31 - 32.5	33 - 34.5	35 - 36.5	37 - 38.5	39 - 40.5
EUROPE	65	70	75	80	85	90	95	100
UK / USA	30	32	34	36	38	40	42	44
FRANCE	80	85	90	95	100	105	110	115
NEW ZEALAND / AUSTRALIA	8	10	12	14	16	18	20	22

OVERBUST MEASUREMENT IN INCHES

CUP SIZE A	30.5 - 31	32.5 - 33	34 - 35	36 - 37	38 - 39	40 - 41	42 - 43	44 - 45
CUP SIZE B	31 - 32	33 - 34	35 - 36	37 - 38	39 - 40	41 - 41.5	43 - 43.5	45 - 45.5
CUP SIZE C	32 - 32.5	34 - 34.5	36 - 36.5	38 - 38.5	40 - 40.5	41.5 - 42.5	43.5 - 44.5	45.5 - 46.5
CUP SIZE D	32.5 - 33.5	34.5 - 35.5	36.5 - 37.5	38.5 - 39.5	40.5 - 41.5	42.5 - 43.5	44.5 - 45.5	46.5 - 47
CUP SIZE DD	33.5 - 34.5	35.5 - 36	37.5 - 38	39.5 - 40	41.5 - 42	43.5 - 44	45.5 - 46	47 - 48
CUP SIZE E	34.5 - 35	36 - 37	38 - 39	40 - 41	42 - 43	44 - 45	46 - 47	48 - 49
CUP SIZE F	35 - 36	37 - 38	39 - 40	41 - 41.5	43 - 43.5	45 - 45.5	47 - 47.5	49 - 49.5
CUP SIZE FF		38 - 38.5	40 - 40.5	41.5 - 42.5	43.5 - 44.5	45.5 - 46.5	47.5 - 48.5	49.5 - 50.5
CUP SIZE G		38.5 - 39.5	40.5 - 41.5	42.5 - 43.5	44.5 - 45.5	46.5 - 47	48.5 - 49	50.5 - 51
CUP SIZE GG		39.5 - 40.5	41.5 - 42.5	43.5 - 44.5	45.5 - 46.5	47 - 48	49 - 50	51 - 52
CUP SIZE H		40.5 - 41.5	42.5 - 43.5	44.5 - 45.5	46.5 - 47.5	48 - 49	50 - 51	52 - 53

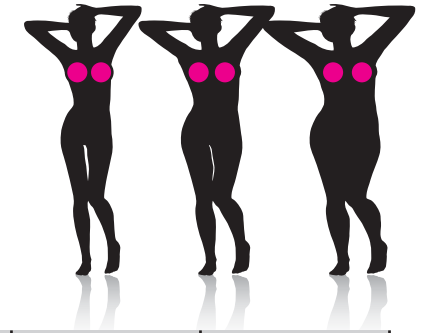
HOTmilk BRA SISTER SIZING GUIDE

EVEN AFTER MEASURING THE CUSTOMER SOMETIMES AFTER FITTING THE SIZE MAY STILL NEED TO BE ADJUSTED. Sister Sizing allows you to find the customers' perfect fit.

All of these cups are the same size.

For example if a woman tries on a size 34E/12E but finds it fits well in the cup but too big around the back.

She can go down to the next sister size in the row and try a 32F/10F.



SISTER SIZES	30A / 8A									
SISTER SIZES	32A / 10A	30B / 8B								
SISTER SIZES	34A / 12A	32B / 10B	30C / 8C							
SISTER SIZES	36A / 14A	34B / 12B	32C / 10C	30D / 8D						
SISTER SIZES		36B / 14B	34C / 12C	32D / 10D	30DD / 8DD					
SISTER SIZES		38B / 16B	36C / 14C	34D / 12D	32DD / 10DD	30E / 8E				
SISTER SIZES			38C / 16C	36D / 14D	34DD / 12DD	32E / 10E	30F / 8F			
SISTER SIZES			40C / 18C	38D / 16D	36DD / 14DD	34E / 12E	32F / 10F	30FF / 8FF		
SISTER SIZES			42C / 20C	40D / 18D	38DD / 16DD	36E / 14E	34F / 12F	32FF / 10FF	30G / 8G	
SISTER SIZES				42D / 20C	40DD / 18DD	38E / 16E	36F / 14F	34FF / 12FF	32G / 10G	30H / 8H
SISTER SIZES					42DD / 20DD	40E / 18E	38F / 16F	36FF / 14FF	34G / 12G	32H / 10H
SISTER SIZES						42E / 20E	40F / 18F	38FF / 16FF	36G / 14G	34H / 12H
SISTER SIZES							42F / 20F	40FF / 18FF	38G / 16G	36H / 14H
SISTER SIZES								42FF / 20FF	40G / 18G	38H / 16H
SISTER SIZES									42G / 20G	40H / 18H
SISTER SIZES										42H / 20H

HOTmilk CAMI & NIGHTIE SIZE GUIDE

CAMI / NIGHTIE SIZE BRA SIZE	AUSTRALIA / NEW ZEALAND BRA SIZE	UK / USA BRA SIZE	FRANCE BRA SIZE	EUROPE / ASIA BRA SIZE
SMALL	10 C,D	32 C, D	85 C, D	70 C, D
MEDIUM	12 D, DD	34 D, DD	90 D, DD	75 D, DD
LARGE	14 DD, E	36 DD, E	95 DD, E	80 DD, E
X - LARGE	16 E, F	38 E, F	100 E, F	85 E, F
XX - LARGE	18 F, FF	40 F, FF	105 F, FF	90 F, FF

HOTmilk UNDERWEAR & PYJAMA SIZE GUIDE

UNDERWEAR SIZE	WAIST MEASUREMENT		HIP MEASUREMENT		UK / AUSTRALIA / NZ DRESS SIZE	USA DRESS SIZE	FRANCE DRESS SIZE	ITALY DRESS SIZE	EUROPE DRESS SIZE
	CENTIMETRES	INCHES	CENTIMETRES	INCHES					
SMALL	65-70 cm	25.5-27.5"	92-97 cm	36-38"	10-12	6-8	38-40	42-44	36-38
MEDIUM	70-75 cm	27.5-29.5"	97-102 cm	38-40"	12-14	8-10	40-42	44-46	38-40
LARGE	75-80 cm	29.5-31.5"	102-107 cm	40-42"	14-16	10-12	42-44	46-48	40-42
X - LARGE	80-85 cm	31.5-33.5"	107-112cm	42-44"	16-18	12-14	44-46	48-50	42-44
XX - LARGE	85-90 cm	33.5-35.5"	112-117cm	44-46"	18-20	14-16	46-48	50-52	44-46



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