

Until recently I had only ever walked on my treadmill, but about a month ago I broke into a run and it's all due to my new bra. Let me explain.

Boobs bounce. Big, little, whatever the size, they bounce when you jog and it can be very uncomfortable.

For some time now I've felt like I'd like to up my pace on the treadmill, but bouncing boob syndrome put paid to the idea.

Then I heard about Selaine Messer and her new company, providing sports bras for all sports and shapes, and all, just like my treadmill, in the comfort of my own home.

Selaine, who is also a fitness instructor at Cannons and as such an authority on bouncing boobs, has weeded out all the best bras for sporty ladies and has put them into one easy-to-follow mail order catalogue.

Her company, called appropriately Less Bounce, takes the fuss and confusion out of buying a sports bra. There's a comprehensive guide to which bra is right for which activity and buyers can try on in the comfort of their homes and return any unsuitable items. There's also a web site, www.lessbounce.com.

"One of the most common reasons women give for stopping their exercise regime is bust pain. Although there is a growing range of good sports bras being manufactured, most ladies do not wear one," says Selaine.

"There are two reasons for this. Firstly they can be hard to find – many lingerie shops stock only one or two styles – and secondly, many women do not realise the importance of wearing one.

"Unfortunately most sports shops stock one brand only and rarely have a full range of sizes. In general sports shops are often not the environment where ladies want to discuss their bust movement, particularly with young male shop assistants.

"Sports bras are essential when taking part in high impact sport, such as aerobics, jogging or tennis – whatever your size of bust – and are preferable even for low impact sports such as walking.

"The bust is only held in place by the skin around it and the Coopers Ligaments. When the bust moves these stretch and can result in a permanent droop of the bust."

Selaine, who teaches aerobics and is a personal trainer, started the company when she couldn't find a good sports bra locally.

"Through my job as an aerobics teacher I see around 1,000 ladies a week so I have a very good idea of what works and what doesn't."

She also does a follow-up questionnaire with her customers so she can pass on their comments and opinions to others.

Selaine stocks a range of bras from famous names such as Berlei, TYR, Gilda Marx and Danseez with prices ranging from £15 to £40.

She is available for personal consultations. Call for a brochure on 01753 841091 or email her on selaine@lessbounce.com.



Picture caption: The beautiful Anna Kournikova advertises Berlei sports bras

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