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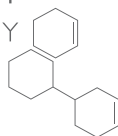
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EDITOR'S CHOICE

THE KUSH



I have always been conscious of how my face would age but, until I hit my 30s, I never thought about the physical signs of ageing on my body - that was until I started to see 'creases' appear on my décolleté. I was delighted therefore when a PR contacted me and asked

if I would be interested in trying out a new breast support device that not only aids sleep comfort for newly enhanced women but can apparently help to prevent 'cleavage wrinkles' and sagging in naturally larger chested women like me.

What I was expecting to receive in the post was some kind of pillow, what I got was a small plastic tube. At first glance I couldn't see one how you were supposed to wear it and how on earth it would help, however in true journalistic style I promised to give it a go. While it may not look like it the Kush was actually incredibly comfortable to sleep in and, even more miraculously, stayed in place all night.

Aimed at women who are a C cup or above, the Kush is a cylindrical breast support device made from an extremely lightweight PET plastic. The device is placed between the breasts when side-sleeping to prevent them sagging. It was developed in the US by a woman who wanted to combat her own cleavage wrinkles, caused by gravity and pressure over years of side sleeping. It has been used widely in the US since its launch last year, and has been endorsed by top plastic surgeon Peter Tucker, who hailed the product as 'outstanding' and recommends it to all his breast augmentation or reconstruction patients.

The product retails at £29.99 and comes in a variety of sizes and colours. Whether it is actually going to prevent me getting cleavage wrinkles, only time will tell, however it is an innovative and interesting little device which I will certainly talk about to my friends and is the kind of quirky gimmick that I am sure all women concerned about lines and wrinkles on their chest would line up to try.

Vicky

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