

The Research Group in Breast Health Scientific Testing and Product Evaluation Services



Why work with us?

Consumers deserve the best in breast support. Here at the University of Portsmouth, we can provide scientific bra testing services to help you develop the best product possible. Our international reputation is built on years of experience investigating the performance of bras and support, both for scientific purposes and in collaboration with brands around the world. As world-leading experts in breast biomechanics, we can help you inform future product design, development and marketing by:

- scientifically testing your products so you understand how they are performing in terms of support and comfort
- helping you gain a competitive advantage by testing your competitors' products
- providing feedback on how your products can be improved
- helping you gain a fundamental understanding of the breast support requirements for different populations, breast sizes, functions (from maternity bras to teen bras) and more
- offering evidence-based advice on aspects such as market appraisals, consumer education, bra fitting and bra design
- providing an association to the Research Group in Breast Health for marketing publicity purposes and to keep you up to date with our latest research



BRONZE BRA TESTING PACKAGE

Aim of this package

The primary function of the 'Bronze bra testing package' is to establish the support and comfort provided by two bras of your choice.

This package provides:

- Biomechanical laboratory testing that will establish the support and comfort provided by two bras of your choice during walking or running using 12 participants (you can test your own product or a competitor's and specify the bra size).

- Product performance statistics, such as percentage breast movement reductions, for each bra.
- Participant product feedback from target market participants on comfort, pain and aesthetics of each bra.
- Bespoke written report and verbal presentation of key findings.

Duration: six weeks from receipt of the products. Regular updates will be provided throughout the duration of the project.

SILVER BRA EVALUATION PACKAGE

Aim of this package

There are two functions of the 'Silver bra evaluation package'. Firstly our extensive experience and research in the area of breasts and bras enable us to provide up to two days of evidence-based advice on any aspect of breast/bra science. Secondly, biomechanical testing in our purpose-built laboratory will establish the support and comfort provided by up to ten bras of your choice.

This package provides:

- Up to two days of evidence-based advice on any aspect of breast/bra science, which could include educational workshops on a range of topics from bra fitting to understanding breast science.

- Biomechanical testing that will establish the support and comfort provided by up to ten bras of your choice during walking or running, using 12 participants (you can test your own product or a competitor's and specify the bra size).
- Product performance statistics, such as percentage breast movement reductions, for each bra.
- Participant product feedback from target market participants on comfort, pain and aesthetics of each bra.
- Bespoke written report and verbal presentation of key findings.

Duration: three months from receipt of the products. Regular updates will be provided throughout the duration of the project.

GOLD BRA DEVELOPMENT PACKAGE

Aim of this package

From initial needs analysis to product launch, the 'Gold bra development package' offers a complete package to produce the ultimate breast support solution based on scientific principles.

This bespoke package can be tailored to your needs and aims to help you develop the ultimate bra based on scientific principles.

This package could include:

- A tailored needs analysis that establishes the aims of your project. Examples include supporting your product development process from product sketches to product launch, or undertaking a biomechanical assessment of current products to gain new marketing statistics to refresh your product literature.
- Biomechanical testing that will establish the support and comfort provided by 15 bras, using up to 24 participants, during three different daily or sporting activities of your choice (you can test your own product or a competitor's and specify the bra size).

- Product performance statistics, such as percentage breast movement reductions, for each bra.
- Participant product feedback from target market participants on comfort, pain and aesthetics.
- Five days of consultation with our experts, which could include educational workshops on a range of topics from bra fitting to understanding breast science or market appraisals, reviews of sketches and much more.
- Bespoke written report and verbal presentation of key findings, which includes a unique product development summary and marketing values for each bra.

Duration: The duration of this package is variable and will depend upon your requirements. Timelines will be established prior to initial payment and your testing will commence from receipt of the products. Regular updates will be provided throughout the duration of the project.

BESPOKE RESEARCH PROJECT

We also offer tailored research projects. The research group have a number of fundamental research proposals for which we are seeking commercial partners, but we are also keen to investigate key criteria that are important to industry.

We offer three testing packages

BRONZE

SILVER

GOLD

Our facilities

We have state-of-the-art motion capture facilities to investigate the biomechanics of the breast. These cutting-edge facilities are spread across two laboratories and include systems that allow us to monitor human movement, muscle activity, pressure and force application, mechanical strain and thermal regulation, whilst simulating daily or sporting activities.

Our scientific approach

Our scientific approach guarantees robust scientific results based upon:

- strict participant recruitment, including a professional bra fit and a health history assessment
- data collection and analysis procedures based upon our scientific methodologies published in peer reviewed journals

Confidentiality

All data and intellectual property associated with this project will be confidential and only you will have use of the data for marketing and publishing purposes. The Research Group in Breast Health will not publish the results gained from the project.



Find out more

For further information or to arrange a laboratory visit and discussion, please do not hesitate to get in touch with us:

T: 023 9284 5161 E: breastresearch@port.ac.uk W: www.port.ac.uk/breastresearch



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