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PROTEC-STYLE Lingerie is introducing the Marilyn panty at Expo Hightex (7-8 Oct 2009 in Montreal), a revolutionary panty with a special lining that keeps you dry while protecting clothing from stains. Comfortable, classically elegant, the Marilyn panty features the latest technology. The hypoallergenic and absorbent lining, for instance, contains Mystex, an incomparable breathable and waterproof membrane, while a permanent antimicrobial finish neutralizes odours. With its soft Tactel microfibre and upscale design, the Marilyn panty embraces the body, giving women the liberty to devote themselves to their day-to-day activities without interruption.

The collection's first model bears the name Marilyn in honour of the legendary photo of Marilyn Monroe, whose dress, over a subway grating in New York, blows upward to reveal her white panties. After 50 years of textile evolution, women of all ages will love the Marilyn panty experience. The confidences they've shared attest to the need in the market for a new kind of panty? a secret weapon against petty daily inconveniences. Whether they're on their period, doing sports or in cases of mild incontinence, the Marilyn panty is a cause for celebration.

So long, panty liners! Long-lasting and reusable, these panties are an intelligent choice, economically and ecologically.

An all-Canadian team, backed by Tricots Liesse and C.J. Grenier, has made the marriage of technical textiles and fine lingerie possible, one perfectly embodied by the Marilyn panty, a unique product competitive on a world scale.

Protec-Style Lingerie, now on its way to becoming the North American reference for antistain and absorbent women's undergarments, has chosen to launch its first collection October 7 and 8 at Expo Hightex 2009, a trade fair recognized as one of the top showcases for innovative Canadian products.

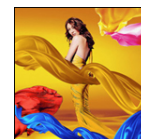
Expo Hightex 2009: On 7 & 8 October 2009, Expo Hightex will showcase the latest technological advances to encourage technological and commercial partnerships. A landmark industry event, it's set to attract hundreds of leaders from the business, research and public sector communities. Though its focus is Canadian textiles, the conferences and networking opportunities are aimed at such industries as aerospace, health, protective equipment and construction. It is organized by CTT Group.

Hot Quotient**Supply ribbon**

Supply strip and thread.

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