[INTRO COPY/GENIE COMFORT PROMISE]

[HEADLINE]

Genie Comfort Promise

[COPY]

Soft, seamless, and comfortable enough to sleep in, Genie shapewear gives you the comfort you’ve always wished for.

The secret is in a revolutionary fabric produced on the state-of-the-art Santoni textile machine, which renders

 an entire, finished product without the need to sew seams. Our ultra-durable fabric is soft, flexible, and

able to retain its shape, even when machine-washed,

for many years to come.

[BULLETED COPY]

* Free of underwires, hooks, and digging straps
* Soft, non-cling fabric conforms to your shape
* Engineered with multiple body-mapped zones of compression to smooth out bulges, underarm spillage, and back fat
* Ultra-stretchable, one-piece, seamless design for all-day comfort

[GENIE BRA PRODUCT COPY]

[LOGO]

[HEADLINE]

Seamless Support for All-Day Comfort

[SUBHEAD]

Stylish, versatile, and comfortable enough to sleep in!

[BULLETED COPY]

* No wires, hooks or digging straps
* Contoured cups, ruched center, and wide, knitted band help lift, support, and separate bust
* 3 zones of comfortable compression to smooth rolls, bulges, underarm spillage, and back fat
* Removable modesty pads for extra lift, shaping and coverage
* Easy to step in, one-piece seamless design
* Comfort straps stay put all day long
* Machine washable and dryer safe

[MILANA BRA PRODUCT COPY]

[LOGO]

[HEADLINE]

The Shaping and Support of the Genie Bra, in a Beautiful Lace Camisole!

[SUBHEAD]

Everyday Elegance Too Pretty to Hide!

[BULLETED COPY]

* Lace front camisole with built-in Genie bra
* Perfect for low-cut necklines
* No wires, hooks or digging straps
* 3 zones of comfortable compression to smooth rolls, bulges, underarm spillage, and back fat
* Comfort straps stay put all day long
* Removable modesty pads for extra lift, shaping and coverage
* Machine washable and dryer safe

[CAMI SHAPER PRODUCT COPY]

[LOGO]

[HEADLINE]

Seamless 3-in-1 Bra, Shaper, and Camisole

Slims and Shapes Your Entire Torso

[SUBHEAD]

Look up to two dress sizes slimmer, instantly!

[BULLETED COPY]

* Curve-hugging, one-piece seamless design with 360° of slimming technology
* Built-in Genie bra smoothes rolls, bulges, underarm spillage, and back fat
* 5 zones of comfortable compression target your midsection, sides, back, and hips
* Flared bottom band comfortably controls love handles and muffin top
* Removable bra pads for extra lift, shaping and coverage
* Great for layering
* Machine washable and dryer safe

[PANTY PRODUCT COPY]

[LOGO]

[HEADLINE]

Smooth, Seamless, Tagless Comfort

[SUBHEAD]

Complete your sleek look with our matching panty!

[BULLETED COPY]

* Seamless, body-hugging design for a sleek silhouette
* Luxuriously soft and lightweight
* Non-binding, all-over stretch fabric won’t cling or bunch
* Breathable cotton gusset
* Machine washable and dryer safe

[LEGGING PRODUCT COPY]

[LOGO]

[HEADLINE]

High-Waist Seamless Legging with Built-in Shaper

[SUBHEAD]

Pair it with our Genie bra for head-to-toe shaping, comfort, and style!

[BULLETED COPY]

* Seamless design for a sleek silhouette
* Slims and shapes from under the bra to the ankles
* High waist can be rolled over for double control at your lower waist area
* 5 zones of comfortable compression target your waist, stomach, hips, thighs, and buttocks
* Lightweight, silky soft, non-cling fabric for all-day comfort
* Breathable cotton gusset
* Machine washable and dryer safe