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Berry Perry Launches the Berry Ball & Bag

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Are you tired of pulling out damaged, twisted, tangled bras from the washing machine, but don't have time to hand wash? If you're anything like most women, you know you shouldn't toss your bras into the wash, but do it anyways because it's quick and easy. Enter the NEW Berry Ball & Berry Bag from Berry Perry, launching Summer 2010. This complete laundry solution set is specifically designed to care for lingerie quickly, easily and effectively, offering solutions not only for bras, but for swim, underwear, hosiery, socks and other delicates as well. The set comes available in sizes Small and Large to accommodate cup sizes 32A – 38D, in colors Pink, Purple or Blue. The Berry Ball & Berry Bag delivers in stores & e-retailers throughout the United States beginning April 15th, 2010, at a suggested retail price of \$13.99.



While throwing bras into the wash will result in twisting, deforming, puncturing, underwire damage, pilling, scratching, tangling and more, bras are protected throughout the entire wash cycle safe inside the Berry Ball, maintaining shape, comfort and support. The Berry Ball additionally features a unique Scrubbing Ball specifically designed to clean bra cups from the inside, creating friction to both clean and aid in dissolving detergent as well. Lose one too many socks in the wash? With your underwear, hosiery, socks and other delicates safely enclosed inside the Berry Bag, you never have to worry about losing another sock or pair of underwear in the washing machine again (and say good-bye to pulling out stretched, runned and twisted hosiery!). When not in use, easily hang the Berry Ball with an attached strap, or even use as convenient bra storage.

Going on vacation? Don't stuff your bras into the bottom of your suitcase where they will inevitably be crushed. Tuck safely into the Berry Ball for a smart, convenient storage and travel item, and arrive at your destination with your bras still in tact. And – never worry about pesky security going through your unmentionables again!

The Berry Ball has undergone extensive research & development to be sure the product is 100% safe in your washing machine, so it will *not* cause damage to your machine or your clothes. Additionally, the product features closures in addition to a backup clasp, so it will never pop open mid-cycle. For best results, put only 1 bra in the Berry Ball at a time, however multiple Berry Balls may be washed in each load. While the Berry Bag is dryer-safe, never put the Berry Ball into the dryer – be sure to hang the product and your bras to dry. The Berry Ball and Bag complete laundry solution set truly lets you save valuable time by using the washing machine, while yielding a delicate, hand-wash result.



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