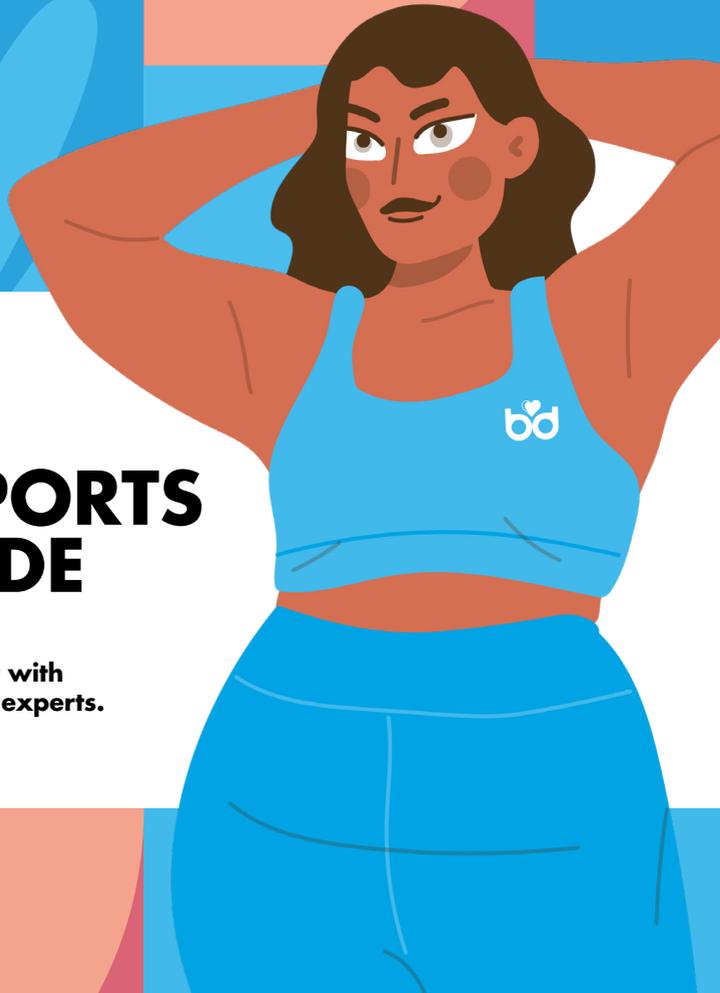




boobydoo™

YOUR SPORTS BRA GUIDE

How to find the perfect fit with
your favourite sports bra experts.



www.boobydoo.co.uk

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WHO ARE BOOBYDOO?

Hey there ❤️ we are boobydoo
the sports bra experts.

Exercise-induced breast discomfort is a serious health issue, as it can act as a barrier to participating in physical activity, depriving women of the associated health benefits of being physically active.

Sports bras are proven to reduce bounce by up to 83%, and yet 41% of women still don't wear a sports bra to exercise, and 80% are wearing the wrong size bra to start with.

We are committed to changing these statistics. Since we opened our doors 15 years ago, we have helped over 150,000 women find the perfect fit.

OUR MISSION

Our mission is to **find the perfect fitting sports bra for every active woman**, no matter her size or the activity she is taking part in.



We provide local sports teams fittings and educational workshops to empower their girls with support and knowledge of their bodies to take forward into their sport careers.

We are also very proud to have Rosie Galligan as an ambassador of the brand and to have been able to fit the Harlequins and Scottish Women's Rugby teams.

Alongside all of this we have an ongoing contract with the British Army to provide all new female recruits with properly fitting high impact sports bras for their basic training!

OUR GOAL

Our goal is **to see all women and girls participate in a healthy and active lifestyle** and so we are dedicated to finding the best sports bras in the world and making them available at a fair price on our website, by hosting fitting events across the UK, and making sports bra education easily accessible on our website, social media and in packs like this.

This pack is designed to help you or someone you know make a more informed choice about wearing a sports bra and support them finding the perfect fit.



WHAT IS A SPORTS BRA?

A sports bra is a technical piece of sports kit that is designed to protect your boobs from excessive movement during exercise. It is different to your normal bra, designed specifically for sport.

It is made with sports performance features that help to support and hold your breasts in place and some have been measured to reduce the bounce by up to **83%**.

A good quality and properly fitting sports bra will improve your confidence, comfort and performance during your sport or activity!



**A SPORTS
BRA SHOULD
BE THE
NUMBER 01
ITEM IN YOUR
KITBAG!**

- Protective, full coverage cups
- Moisture wicking fabrics
- Thick, padded straps
- Wide band for support





WHY WEAR A SPORTS BRA?

A study was done by the University of Portsmouth that found that [1] **72%** of exercising women report breast discomfort whilst exercising.

Yet, [2] **82%** of all women who wear a sports bra when exercising agree that proper support helps to improve their exercise experience.

When a woman exercises, her boobs can move a lot, especially if not properly supported! Studies have shown breast movement ranging from [3] **4 to 14cm** when not wearing a bra to run.

That amount of movement can cause a lot of pain and discomfort during exercise, and potentially lead to long term muscular and postural issues. It makes sense to protect our bodies with the best kit we can.

As the experts, we hear and see first-hand the positive effect a properly fitting sports bra can have on a woman's confidence to exercise. It's a no-brainer - give one a try!

"IF YOU LOOK GOOD, YOU FEEL GOOD, AND IF YOU FEEL GOOD, YOU PLAY GOOD."

- Deion Sanders

FINDING THE RIGHT FIT

There's no perfect sports bra. What works well for one person, might not work well for someone else, due to bra size being dependent on someone's anatomical structure, their shape, the density of their breasts, and the way their breasts sit.

Breasts come in all shapes and sizes, as do sports bras. That's why, even though someone might be super sure they've got the right sports bra size, it still might not fit them comfortably.

It's helpful to get to know your breast shape – it means less guessing when it comes to the bras they choose and, of course, less bounce!

Breast Shape Guide:

<https://www.boobydoo.co.uk/breast-shape-guide>

CLICK
HERE

IMPACT LEVELS EXPLAINED

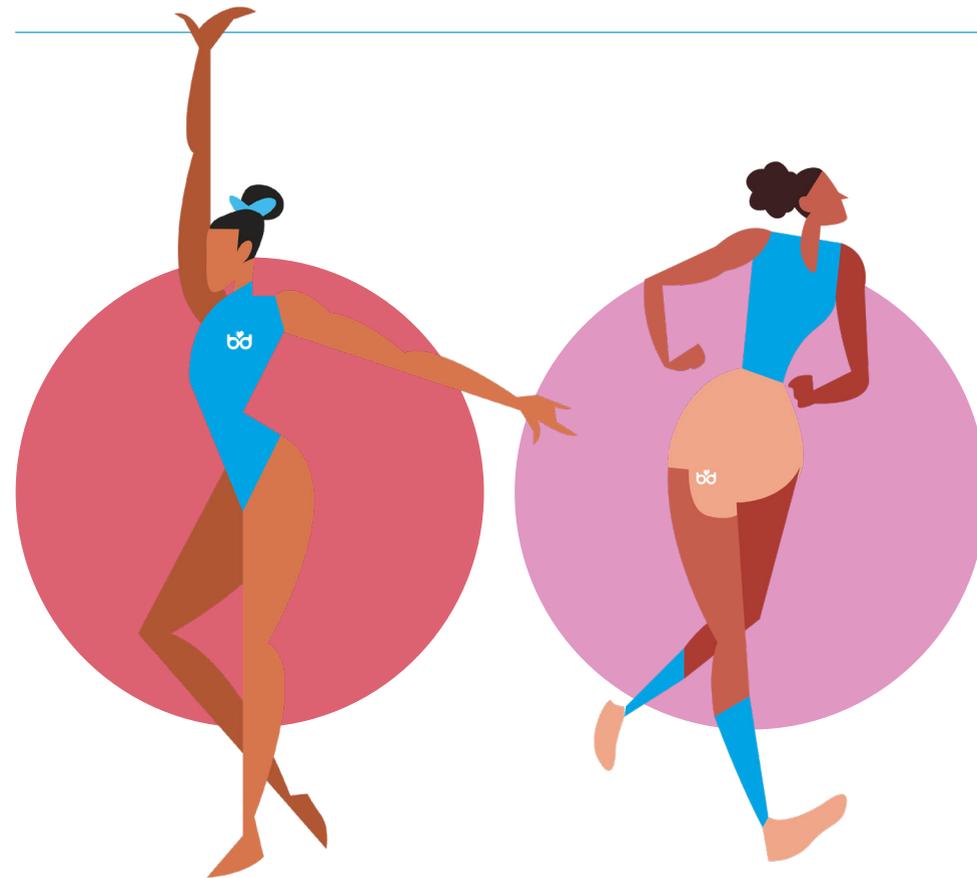


HIGH/EXTREME IMPACT

This type of sports bra is designed to cover you for most intense activities like running, rugby, horse riding, football, and other sports that involve jumping, sprinting and a lot of movement!

The best high impact sports bras will have been officially bounce-tested, will have good reviews, and will be bra sized e.g. 32B, 36D. They will also be more expensive because they are effective.

It's important that you get this sports bra fitting correctly to provide optimal support and comfort.



MEDIUM IMPACT

This type of sports bra will be most suitable for activities such as cycling, dance and weight training at the gym.

Whilst a bra sized, properly fitting sports bra is always best, you may find some styles sized as S, M, L. We would recommend S, M, L bras for smaller cup sizes A-C, and suggest D+ cups find a medium impact bra from your favourite high impact sports bra brand.

LOW IMPACT

This type of sports bra will be most suitable for activities such as yoga, pilates and hiking. These bras are less structured so offer less support, but can be more comfortable for longer durations, or for every day wear.

These bras can be more affordable than high impact bras, but don't compromise on support for price. Instead, invest in good quality so you have to replace it less often.

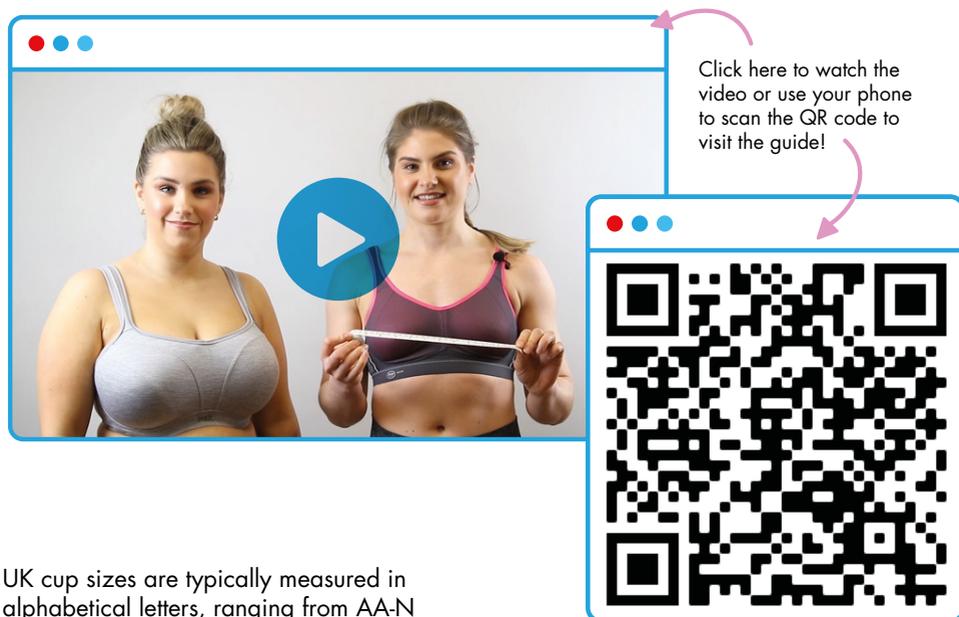
FINDING YOUR BRA SIZE

Whilst not an exact science, we can get an idea of our bra size by using a tape measure and the “under-over” method.

Watch our short video and read our guide below to get your ‘under-over’ measurements.

It’s important to note, these measurements are just a guide, and depending on the style and brand of sports bra you want, your size may vary, so checking the fit is what you need to do next.

UK band sizes are typically given as multiples of two inches, e.g. 32, 34, 36 and so on.



UK cup sizes are typically measured in alphabetical letters, ranging from AA-N cup. Here’s some examples:



CHECK IF YOUR BRA FITS

Ok, so you’ve found a sports bra, how do you check if it fits?

Our quick guide takes you through three easy steps to get the perfect fit.

In this guide, we are using a UK bra size example, e.g. 32B, 36E to suggest sizing adjustments. If your sports bra is sized S, M, L, check the brand’s size chart and use our guide to support you.

STEP 01.

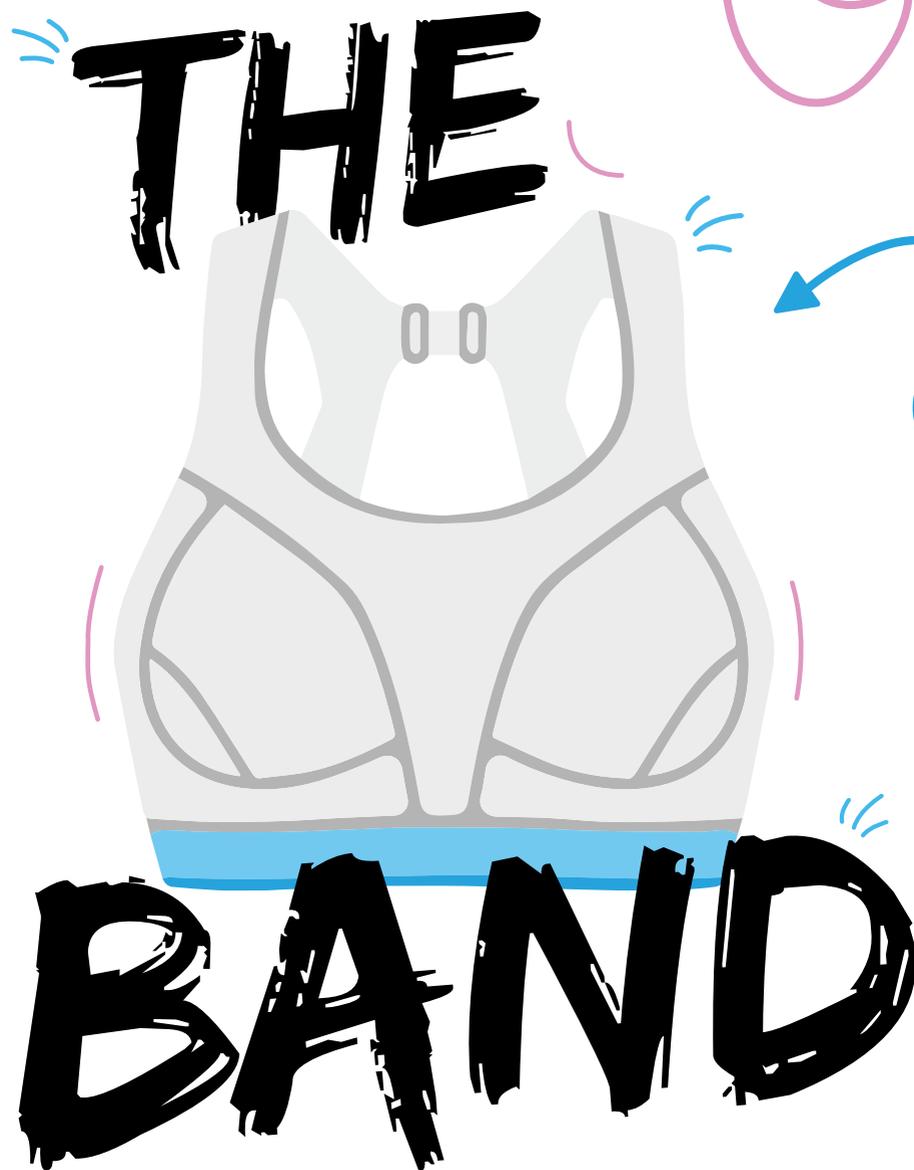


STEP 02.



STEP 03.

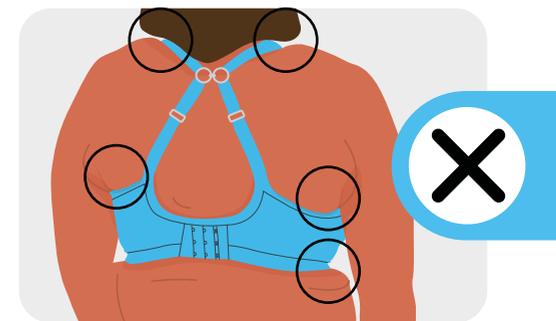




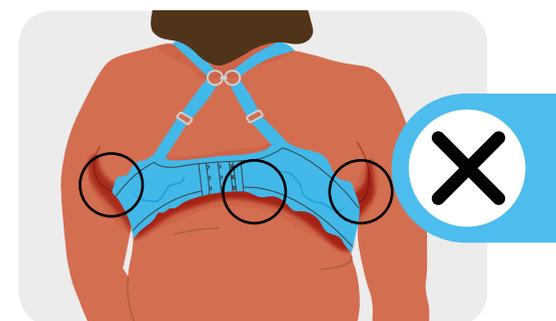
STEP 01.

80% of the support in a bra comes from the band, so it's important to get this fitting correctly first before moving on.

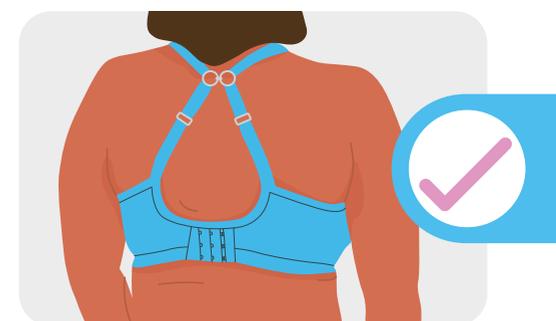
The band should feel firm but comfortable - try taking deep breaths, like you would during sport. If it is feeling too tight to breathe, and it is digging in, then it is too small, try going up a cup size.



If your band is too loose, it will ride up your back during the day, and can cause shoulder, back pain, chafing and red marks! Try going down a band size if you are experiencing any of these.

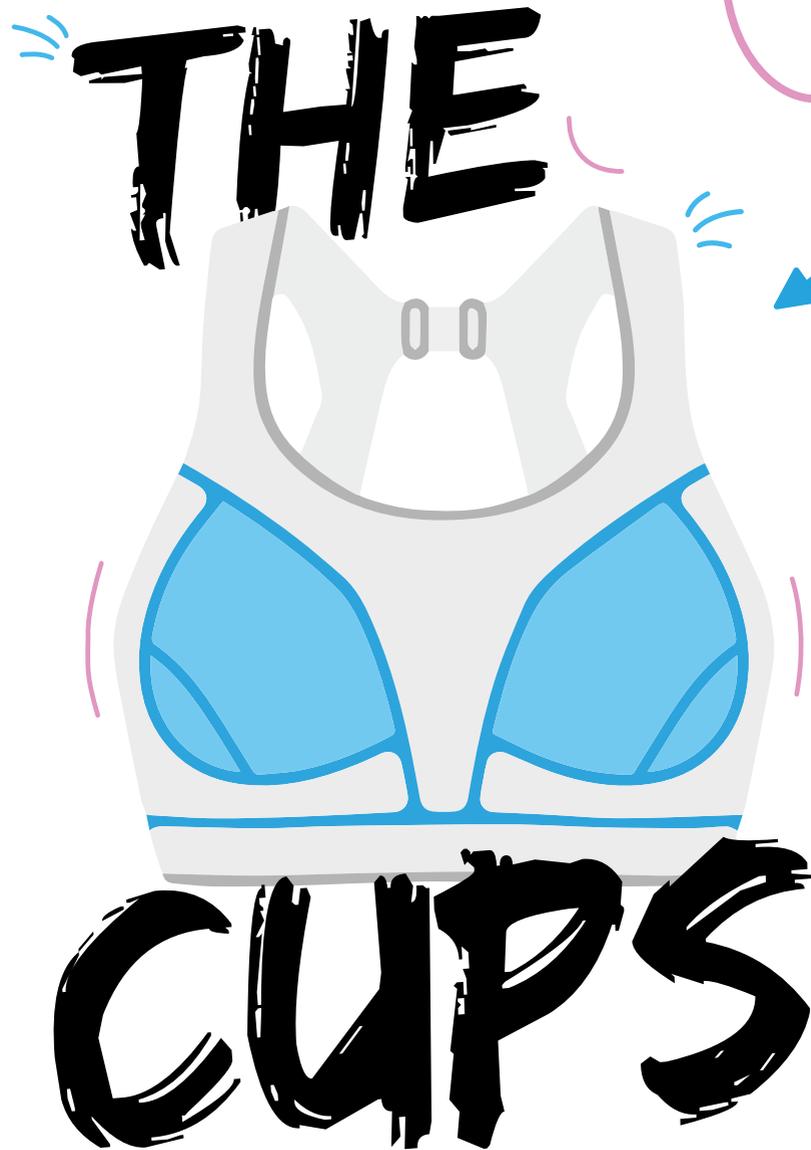


Your band should sit straight around your body, and you should be able to fit two fingers under the band and run them smoothly between bra and skin for the perfect fit.



FITTING TIP: A new sports bra should fit like this on the loosest set of hook and eyes. Then we recommend that every three months you will be ready to cinch it in to the next row if worn

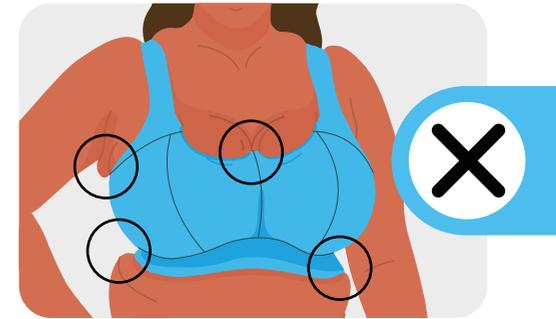
and washed regularly. A sports bra doesn't last forever, so expect to renew it each year or sooner if you change size.



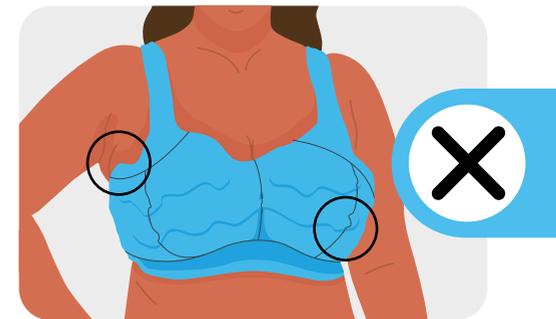
STEP 02.

The cups provide protection for your breast tissue, so you want full coverage!

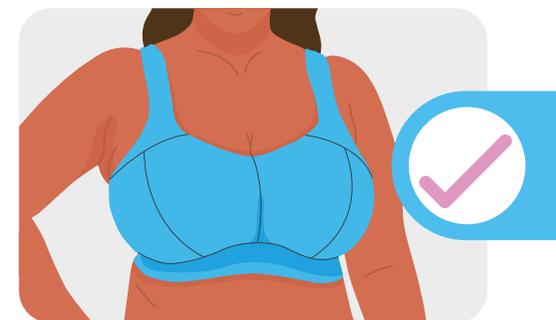
If there is spillage of breast tissue out of the sports bra (from any direction!) or the bra sits away from the breastbone, then the cups are too small. Fix this by going up a cup size.



If the cups are gaping, or you are experiencing chafing under the armpits, then the cup size is too big and you should go down a size.



The cups should encase all of your breast tissue, and your sports bra should sit flush against your skin with a smooth transition from sports bra to chest.



REMEMBER: Swoop & Scoop! To properly check the fit, make sure your boobs are in the right place inside the cups. Lean forward slightly, swoop your opposite hand inside the bra, and scoop up your

breast into the cup towards the centre of your chest. Repeat on the other side! Then check the fit - sometimes a bit of placement is all you need!

THE STRAPS

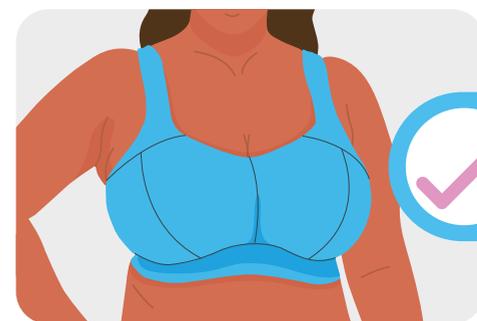
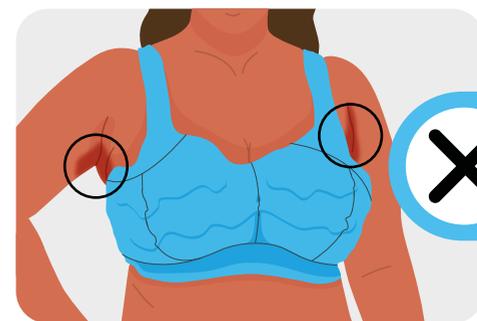
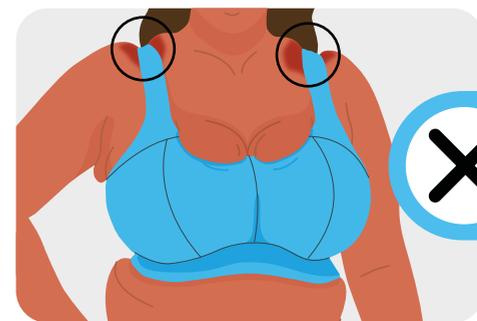
STEP 03.

Ok, so you've found a sports bra, how do you check if it fits? Our quick guide takes you through three easy steps to get the perfect fit.

Once you have your band and cup size feeling correct, use the straps to make small adjustments to suit the size of your frame. There should be 1-2inch give in the straps at the top of the shoulder. Adjust up or down to suit your shape.

It is important to understand that straps can't fix bigger fit issues, so look out for: tight straps that cause red marks and indentations, and you feel like you need to keep tightening your straps throughout the day: your band size is probably too big and that the weight of your breasts is being carried on the straps. Go down a band size to fix this.

Not all sports bras offer adjustability, so pick a style that offers you a more personalised fit.





TOP RECOMMENDED

Here's our top five recommended sports bras for your first one! Don't see a style you like? We have plenty more options available on our website and loads of ways to get in touch!

Give us a call, send us a message on Live Chat, Instagram, Facebook and TikTok, write us an email or book a free virtual fitting.



[CLICK HERE](#)

PANACHE ULTIMATE NON-WIRED SPORTS BRA

Panache is known for its great fit, and the sports bra collection features over 70 unique bra sizes, so you can find the right fit for you. Options are available wired and non-wired, and offer high impact support and great colour options each year.

SIZE RANGE: 28-40, B-J



[CLICK HERE](#)

SPORTJOCK ACTION SPORTS BRA

If you're wanting something more "no-fuss", the Sportjock range is for you. It is a simple stretch, pull-over-your-head crop top design, with unique Powerband technology for support where you need it.

SIZE RANGE: XS-XL ACTION & SUPER
(ACTION IS FOR A-C CUPS, SUPER IS FOR D-F CUPS)



#ILOVEMYSPORTSBRA



TOP RECOMMENDED



[CLICK HERE](#)

SHOCK ABSORBER PADDED RUN BRA

Shock Absorber is the UK's number one sports bra brand, and the Padded Run Bra offers up to 78% bounce reduction with moulded cups and all the technical design features to keep you confident during high impact workouts.

SIZE RANGE: 32-28, A-F



[CLICK HERE](#)

SHOCK ABSORBER ACTIVE MULTI SPORTS SUPPORT BRA

This high impact sports bra is a great all-rounder. With a racer back and crop top style construction, it is a great fit for all body types and boob shapes. It has a great range of sizes too.

SIZE RANGE: 32-40, B-H



[CLICK HERE](#)

LIMITLESS SPORTS BRA

The Limitless Bra is designed to grow and flex with you as an ideal first sports bra. It has a patented three-way adjuster; a lock-zip fastener; and comes with four comfort cups. It can be used as everyday wear under normal clothing, and tightened for sport and activity.

SIZE RANGE: 24-40 BAND (WE RECOMMEND THIS FOR AA-C CUPS FOR HIGH IMPACT SUPPORT)

BREAST HEALTH

Our mission is to support you and your boobs, so we also want to remind you to check your breasts once a month (on the same day if possible) for any changes to the breast tissue and any lumps that might be cancerous. A lot of lumps may not be cancerous, but it's always good for people to check the lumps over with a doctor and be breast aware.

It's important to get to know your boobs, and how they look and feel, so you can notice any changes early on. The earlier you get to know your breasts the better.

USEFUL LINKS

We're the experts in sports bras, so we've put together a few helpful links from some experts in Breast Health Awareness:

Prevent Breast Cancer

<https://preventbreastcancer.org.uk/>

Breast Cancer Now

<https://breastcancernow.org/>

Coppafeel!

<https://coppafeel.org/>

CLICK
HERE





DIRECTORY

Our Fitting Guide

<https://www.boobydoo.co.uk/fitting-guide>

Under Over Method for Finding Your Bra Size

<https://www.boobydoo.co.uk/how-to-find-your-bra-size-using-a-tape-measure>

Book a Free Virtual Fitting

<https://www.boobydoo.co.uk/virtual-fitting>

Use our Sports Bra Finder Quiz

<https://www.boobydoo.co.uk/sports-bra-finder>

First Sports Bra Guide

<https://www.boobydoo.co.uk/my-first-sports-bra>

Breast Shape Guide

<https://www.boobydoo.co.uk/breast-shape-guide>

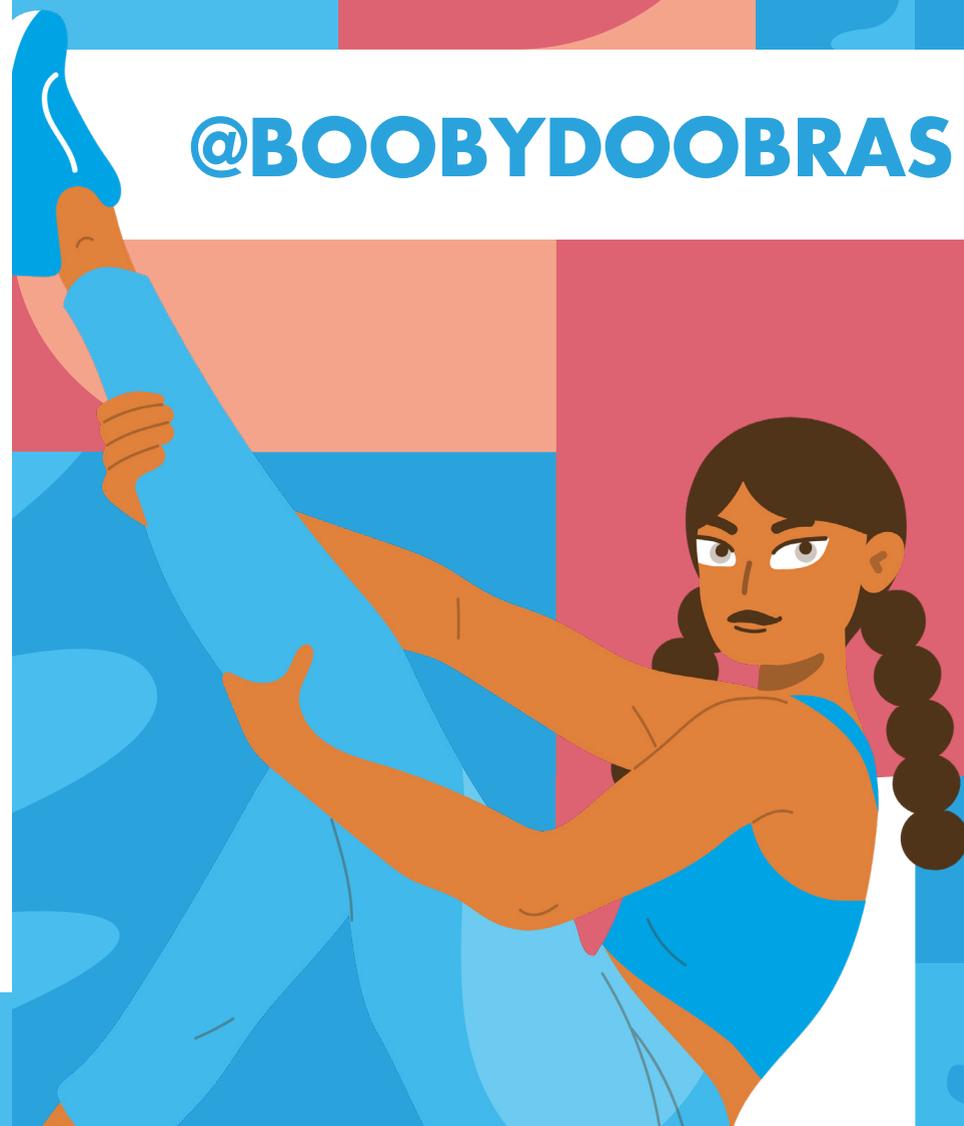
CITATIONS

[1] 72% of females... Brown, N., Burnett, E., Scurr, J. The Breast Journal, Is breast pain greater in active females compared to the general population in the UK?

[2] <https://www.shockabsorber.co.uk/why-wear-a-sports-bra/>

[3] <https://www.shockabsorber.co.uk/our-research/>

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