Breasts of Britain Come to Birmingham



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Industry: <u>Healthcare</u>

The female residents of Birmingham discovered they are an entire cup size smaller than the average woman in the UK according to a new Breast Report by the country's leading cosmetic surgery group <u>Transform</u>. The report revealed Birmingham women have an average 36C bust size while the country average is a 36D.

To help them celebrate and mark the launch of the Breasts of Britain campaign, <u>Transform's Birmingham clinic</u> will host an afternoon of bubbly and boobs on Monday March 15th. This will give them all a chance to share their feelings on breasts and have a good time. In the end, Transform wants to bring Breasts of Britain to Birmingham's women and empower them to love their busts no matter what their appearance.

The latest Breast Report involved interviews from 4,000 men and women, and in it, they discovered Brummie women suffered from breast envy. In fact, 94% of them admitted to checking out their friend's assets up to seven times daily, proof men aren't the only ones with a breast infatuation.

This girls night out includes complimentary champagne and canapés as well as plenty of time to get answers to their questions, satisfy their curiosity, and enjoy the general natter in the comfortable space.

Transform has been in the industry for over 35 years and worked on more than 300,000 pairs of breasts. During this time, they've come to

have an intimate knowledge of the problems, wants, needs, and concerns women often have and are often too reserved to talk about.

The Breasts of Britain campaign is the only one of its kind in the UK created to end the taboo on the subject in Britain. The goal of the campaign is to get women to appreciate and talk about their busts. These events are also held regionally to educate women and answer any questions they may have about their real breasts or implants. The country's top surgeons and real patients who have undergone breast-surgery at Transform will also be on hand to chat directly with each of the attendees.

The Breasts of Britain campaign is sponsored by Ultimo, the leading designer lingerie brand in the UK, and the funds raised go directly to CoppaFeel, a charity promoting self-breast exams to young women.

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For more information on the Breasts of Britain campaign, please visithttp://www.breastsofbritain.co.uk

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