

MS. FITNESS

Fitness Lifestyle for Today's Active Women

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Feel The Heat!
LOOK YOUR HOTTEST!

Pilates at The Beach



ask
Tony Little

Trendwatch

Blame it on Beyonce and Jennifer Lopez!

The desire to be booty-licious has become big business.

Hot New Trend #2: Jeans That Augment Your Genes

Not gifted with a bubble-shaped booty but not ready to go under the knife to get more buff in your behind? The answer to your dilemma might just be Tummy Tuck Jeans by the Not Your Daughter's Jeans Company (NYDJ). These jeans are part of a growing industry dedicated, like the Wonder Bras before them, to providing non-surgical enhancements to your body. No need to dread shopping for jeans that flatter your fanny ever again. Plus, the Tummy Tuck Jean holds in your stomach, contours your hips and lifts up your buttocks without making you feel like you are wearing a girdle.

Food Network Chef and personality Rachel Ray loves how they fit and says, "Women who like to eat, need Tummy Tuck Jeans!" Good Morning America's

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Diane Sawyer says, "These are definitely NOT your daughter's jeans."

Tummy Tuck Jeans are so comfortable you will feel like you have on sweat pants, yet so chic you can go from concerts to clubs without missing a beat. Their patented "crisscross" front panel and extra stretch is your ticket to the comfort and style that has made them fly off the shelves in stores nationwide.

Best of all? The Tummy Tuck Jean will

enable women to wear one size smaller.

The Tummy Tuck Jean is the brainchild of NYDJ co-founder Lisa Rudes-Sandel who was tired of not being able to find jeans that were fashion forward for women shaped liked a woman. She suggested to her father, garment industry veteran George Rudes, that they make a jean for "real women with real curves."

After two years of research, Rudes-Sandel launched her jeans in the spring of



2005 becoming the first Hispanic woman in the garment industry to head a successful denim company.

Available in a variety of washes and styles, Tummy Tuck Jeans are available in all Nordstrom's and Dillard's department stores and over 1000 local retail stores nationwide.

For more information visit the company's website www.tummytuckjeans.com. ■