

<http://jean-criss-media.com/crisscross>**CRISSCROSS™ Intimate Apparel . . . Feel Confident, Look Beautiful!***'Advanced Technologies for Breast Wellness'*

New York, NY, October 30, 2014 – Jean Criss, CEO of Jean Criss Media, LLC will debut **CRISSCROSS™ Intimate Apparel. . . Feel Confident, Look Beautiful!** on October 30th, 2014 at the acclaimed [Martin Lawrence Gallery](#) from 6 – 9 pm in SoHo. This exclusive invite-only VIP event will feature an innovative undergarment concept for breast cancer survivors and seek to raise \$10,000 via [Plum Alley](#) to further product development for cancer care institutions and private physicians who would like to test the product with patients. Attendees will have the opportunity to sign up to receive a sample kit onsite. In addition, Jean will host a book signing of [My Pain Woke Me Up: BLISS!](#) and a Q&A immediately following the presentation.

CRISSCROSS™ uses advanced technology for breast wellness and offers chic, stylish undergarments for breast cancer survivors. Jean Criss will announce two new business partnerships with the manufacturing of the **CRISSCROSS™** line with [Hologenix, LLC](#) and [The S-Group](#). *"As a seven-year breast cancer survivor and former Susan G. Komen Board of Trustee, I learned a lot during my journey and have been dreaming of celebrating and sharing ideas of inspiration with other survivors for quite some time. My breast cancer story documented in 'My Pain Woke Me Up: BLISS!' was my first survivor resource guide and now with the introduction of the CRISSCROSS Intimate Apparel Collection, we will provide survivors a way to feel confident and look beautiful throughout their recovery process. I combined my experience in media, technology and fashion to create a collection that will meet the needs of every survivor from male to female, single or bilateral lumpectomy, mastectomy and reconstructive to augmentation surgery."*, states Jean.

Brands will be named after Survivors! *"The first Bra named the 'Nina' bra after my beloved Aunt who died of Stage 4 malignant breast cancer. The 'Jean' bra and the 'Christina' bra are two others. Christina Bloom was a dear friend who passed away last year and I am dedicating a special garment in memory of our friendship as sister survivors. The public can partake in this fabulous program by naming a special bra after a loved one and by donating to the program at the highest level at <http://plumalley.co/campaigns/crisscross>. My motto has been 'Don't Let Cancer Get The BREAST of You'. I persevered and continue to give back in every way to help survivors and support the global efforts to empower women and put an end to breast cancer forever"* states Jean.

"Working with Jean on her CRISSCROSS™ line has been inspiring. What she is trying to create will help a large number of people and with the proven technology in Celliant®, we are confident in her product and look forward to her success." - **Seth Casden, CEO, Celliant®**. *"We are thrilled to be part of developing and manufacturing this extraordinary product that will enhance the recovery and wellness of the patients using these products."* - **Gary Peck, Managing Director, The S-Group**.

About Celliant®, a division of Hologenic, LLC

Celliant® is the leading responsive textile technology for apparel, bedding and veterinary products. Celliant's revolutionary, patented technology harnesses and recycles the body's natural energy through the use of fibers. Celliant's parent company, Hologenix, LLC, is committed to developing and bringing to market products that improve people's lives through increased cellular oxygen levels. They strive to deliver the future of healthy innovation through a variety of consumer categories.

About The S-Group

The S Group is led by a group of individuals with unparalleled track records sharing the vision of creating and executing product that enhances and leverages brands. In a world where brand survival depends on connecting to consumers and having the ability to constantly re-invent yourself, The S Group provides world class design, development, sourcing and product communication solutions.

About the Designer

Jean Criss, a Northern, NJ mother of two has more than 25 years of experience in the digital media industry and now an entrepreneur, joins the fashion industry. Jean combines her digital media experience, personal taste in fashion design, experience as a seven-year Breast Cancer survivor and former Board of Trustees at Susan G. Komen into her designs. She combined technological advances for improved breast wellness with custom designs in fabric that women will want to embrace over current products on the market.

*Criss served at the North Jersey Affiliate of Susan G. Komen for the Cure® from 2008 – 2011 and helped to raise over \$15 million with their grant programs. During her term with Komen, she co-produced various PSA campaigns including Komen's first Race for the Cure® PSA featuring Criss and Grammy-award winning artist, Gloria Gaynor and former Fox 5 medical correspondent Dr. Sapna Parikh. Criss penned, designed and self-published her first book in a trilogy series entitled [My Pain Woke Me Up – BLISS!](#). She documented her journey as a survivor and net proceeds will benefit **Susan G. Komen for the Cure®** and **Joe Torre Safe @ Home® Foundations**.*

Special Thanks to our Event Sponsors & Partners

Balls Vodka, Bloomingdale's, Bond No. 9, Celliant®, Chef Sean Robert Chudoba, CRISSCROSS™, Dieci Companies, GLOW Beauty Magazine, Great Places Directory, Jean Criss Media, Laura Clare Floral Design & Event Decor, Martin Lawrence Gallery, Plum Alley, Quality Pencils, RFM Image Development, Red Carpet Runway, Sitara Collections, Stirling Fine Wines, Susan G. Komen, Red Carpet Runways, The S-Group, Tay-Bandz, TekServe, The Original Runner Co., Unode50, Women Owned Business Club, Women's Leadership Exchange.

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CRISSCROSS™ Fact Sheet

CRISSCROSS™: High comfort and chic style, revolutionary technologies, fashion forward and contemporary designed undergarments for Breast Cancer survivors. As a breast cancer survivor, **Jean Criss™** creates an exciting, fashionable apparel line for breast health and wellness, celebrating life! Patent pending - seeking investors and distributors! Crowd funding campaign launches October 30th! **Join the CROWD** <http://plumalley.co/campaigns/crisscross/>. Some of Jean's leading and initial innovations will include;

 Clinically proven technology used in the fabric that increases tissue oxygen levels for patient advanced recovery.

 Fabrics that contain Celliant® which converts body heat into Infrared providing increased circulation and blood flow to the tissue while you rest or work. A blend of proprietary ingredients customized in each garment made for her customers. These fibers are a revolutionary and patented technology that's claims are supported by 9 U.S. based clinical studies and backed by a SAB (Science Advisory Board) of top Doctors in various fields.

 Criss selected her combination of fabric ingredients to provide the highest level of compression for the patient's best healing process that physicians should prefer during the post-op recovery process, yet providing the highest-level of comfort for the patient. A win/win strategy!

 Designs less cumbersome for physicians to wrap patients post-surgically when they depart the OR Room and for patients self-care @home or @work garments. Modular designs for every stage of breast cancer, for men and women, from single to bi-lateral breast cancer surgery and even augmentation post-operative surgery.

 Various proprietary patent pending designs in the entire **CRISSCROSS™** collection to be manufactured for 30+ days post-op to 120+ days post-recovery process with other garments planned to compliment the fashion line.

 Additional **CRISSCROSS™** design patents are for the care-givers and medical staff including Medical Scrubs and Hospital Gowns, designed with a unique **CRISSCROSS™** pattern. Something for everyone: those who care for you while you are recovering (eg, nurses and medical staff) and for those patients in recovery, all constituents will be in high style and comfort!

 All bras will be named after **survivors!** As a top investor through our crowd funding campaign, you can take part in having a bra named after a family member. Join the crowd by dedicating a bra in memory of a loved one – family or friend.
<http://plumalley.co/campaigns/crisscross>

We invite you to invest in **CRISSCROSS™** and join the crowd! With your crowd funding donation today, [your donation](#) can make a difference and support future product development. Let's make the world for Breast Cancer patients a better place. We hope you and your family will never have to use a garment like **CRISSCROSS** however if they may require surgery, you can rest assured and know that they will benefit by a revolutionary new product and celebrate their journey in comfort and style. Intimate Apparel made to help survivors feel confident and look beautiful!

CRISSCROSS™ : Help Breast Cancer Survivors Feel Confident and Look Beautiful!

Don't Let CANCER Get The BREAST of You!