



Using the ABC Virtual Fitting Guide

You Need:	Your Customer Needs:
• ABC Measuring Tape	• ABC Measuring Tape
• ABC Pen and Notepad	• ABC Pen and Notepad
• ABC Virtual Fitting Guide	• ABC Virtual Fitting Guide <i>(Customer Version)</i>
• Video Communication Device <i>Computer/Phone/iPad with a stand for hands-free video chatting</i>	• Video Communication Device: <i>Computer/Phone/iPad with a stand for hands-free video chatting</i>
• WiFi/Internet Connection	• WiFi/Internet Connection
• Chosen Video & Audio Communication System: <i>Zoom, FaceTime, Skype</i>	• Ability to utilize chosen Video & Audio Communication System: <i>Zoom, FaceTime, Skype</i>
★ABC Catalog <i>For sizing and product reference</i>	• Wear the preferred bra and breast form <i>No compression bras or camisoles.</i>
★Customer Intake Form/ SOAP Notes <i>(subjective, objective, assessment, plan)</i>	★Full-length Mirror
★Chosen Bras and Breast Forms <i>To show customer new or preferred items</i>	<p><i>All Items with a ★ are suggested, but not essential</i></p>
★F.A.Q. and Talking Points Checklist	
★Mannequin for demonstration	
★Access to the ABC Website	

Tips for Success:

- Set an appointment time with your customer and be on time.
- Notify the customer of the tools she will need and what you will provide (ABC Virtual Fitting Kit).
- Ask questions if unfamiliar with the customer's needs.
- Analyze carefully your customer's physical and psychological needs.
- Demonstrate measuring techniques if necessary.
- Practice using your video communication system before the appointment.
- Refer to the links below if you or your customer have trouble with your chosen Video & Audio Communication System.

Virtual Communication System:

Type in the links below to learn more about Video Conferencing, Set-Up and FAQs

Zoom:
zoom.us/signin

Facetime on iPhone:
support.apple.com/en-us/HT204380

Skype:
support.skype.com/en/faq/FA11098

Zoom Help Center FAQs:
support.zoom.us/hc/en-us/articles/206175806

Facetime on MAC Computer:
support.apple.com/guide/facetime/welcome/mac

Skype Support:
support.skype.com/en/skype/all

Feel Free to Contact your ABC Breast Care Specialist with Any Questions.



Quick Reference

ABC Virtual Fitting Guide

Bras

Measuring For the Band Size:

- 1.) Begin by having the customer wrap the measuring tape around her torso right beneath the bra band. Be sure your customer is starting at the zero on the measuring tape.
- 2.) The measuring tape should be snug.
- 3.) Have the customer report the measurement, and you write it down.
- 4.) Now add 4 or 5 inches to achieve an even number and write down this BAND measurement.
 Tip: If the reported measurement is over 38", only add 1-2 inches.



Measuring For the Cup Size:

- 5.) Have the customer place her thumbnail at the zero mark on the measuring tape.
- 6.) Have the customer place the measuring tape and her thumbnail against the base of the unaffected breast cup.
- 7.) While keeping the thumb and measuring tape secured at the base of the bra cup, the customer should use her other hand to extend the tape up towards the apex of her bra cup.
- 8.) Have the customer report this measurement, and you write it down.



Use this chart as reference for corresponding cup sizes. —>

Measurement:	0"	1"	2"	3"	3"	4"	5"
Cup Size:	AA	A	B	C	D	DD	DDD

For Bilateral Surgeries:

- Record the band measurement as directed above .
- Using the breast form she is wearing, calculate the cup measurement as directed above.
- For women without breast forms, ask what cup size they wore prior to surgery.
- Discourage change of cup size unless warranted.
- Never assume she will need two of the same size or style of breast forms. Analyze your customer's symmetry.

Final Steps:

- 9.) Analyze the customer's breast in the bra and take into account the type of bra she is wearing for this virtual appointment.
 Tip: Ask your customer if she will permit you to screen shot/take a photo of her bra fit so you can have a visual reference after the session if further questions arise.
- 10.) Based on what you observe, you can recommend what ABC bra(s) are appropriate for your customer.

New Surgery Fitting:

Ask your customer what bra size she wore prior to surgery. Order the corresponding size for the 110 Leisure Bra and 910 Triangle Puff Form.

Breast Forms & Shapers:

If your customer is ready for a new breast form, consider the style she currently has and ask if she wants to make any changes. Consider the shape of her existing form when changing styles. Recommend staying with the same basic shape and look of her current breast form, while perhaps changing the material the form contains, or the footprint of the form.



ABC Virtual Fitting Guide

Breast Forms and Shapers

1 ANALYZE BRA SELECTION

Note the type of bra you and your customer have decided on. Breast form selection always begins with an appropriate bra selection.

- Is the bra cup Shallow, Average, or Full?
The fit of the bra cup, especially at the upper cup, will tell you what type of breast form your customer can successfully wear.
- Note the cup size you have chosen.
- FOR BILATERAL, note the bra size. Use this information and go to Section 3

***Foam molded cup bra:**

If you have decided on a foam molded cup bra, note the cup size chosen. If your customer has one available, have her put on a soft cup bra to better see the tissue in the bra cup. If not, analyze the unaffected breast without the bra for fullness.

2 ANALYZE HER BREAST

Analyze the way her unaffected breast appears in the bra cup. This will help determine the fullness of her breast form.

- Is her breast Shallow, Average, or Full?
- What other physical aspects do you notice about her breast? Is it wide or narrow? *Width and height will help you decide between symmetric and asymmetric forms.*
- Determine the fullness of her breast in the bra cup. Is fullness concentrated toward the center or to the outside of the bra cup? Is there a great deal of fullness at the bottom of the bra cup and virtually no fullness at the top of the bra cup? Is there fullness throughout the bra cup? *This helps define Shallow, Average or Full fit. Distinct fullness concentrated to inside, outside or both indicates an asymmetric fit.*
- Where is the apex of her breast in the bra cup? Is it apparent, subtle, high and perky or more relaxed? *This helps determine softness and projection of the breast form.*

3 ANALYZE HER CHEST WALL

Note the appearance of her surgical area. This will help you determine the back of the breast form that will be more appropriate.

- Is her chest flat, like a simple mastectomy?
A symmetric form with an anatomical curved back is appropriate.
- Does the chest surface have tissue mounds or undulations? *Consider flowable back or Amandasil™.*
- Is the area concave? Was a lot of tissue removed?
Consider a convex back or Amandasil™; if the concavity is extensive, perhaps an asymmetric form or the ABC RFS.
- How extensive is the area of the surgery? Is it wide, tall or extend outside of the bra cup? *This can help you determine if a symmetric or asymmetric form is more appropriate.*
- Look at the tissue under her arms with her arms at her sides. Do you see more tissue on the non-surgical side than you do on the surgical side? How much coverage will the breast form provide?
Asymmetric may be the best choice.
- FOR A BILATERAL fitting, note any differences in surgical sites. Your customer may benefit from a different style and/or size from side to side.

4 PRODUCT SELECTION

BREAST FORMS:

For detailed information on ABC Breast Forms visit: americanbreastcare.com/products/breast-forms

Various Silicone Types:

- Fully weighted- *mimics feel and movement of breast tissue*
- Lightweight- *helps allay weight in the bra cup*
- Silicone Air- *the lightest breast forms*

Exclusive to ABC:

- Massage®- *to help provide cooling while worn*
- Diamond- *for a close to the body fit and cooling*
- Amandasil™- *helps fill in concavities at the surgical site*

SHAPERS:

For detailed information on ABC Shapers visit: americanbreastcare.com/products/shapers

ABC has Shapers to address various thicknesses and coverage needs. To determine Shaper needs, consider:

- The area the customer needs filled, and
- The cup size she is wearing



ABC Virtual Fitting Guide

Breast Forms and Shapers

ABC BREAST FORMS

For detailed information on ABC Breast Forms visit:
americanbreastcare.com/products/breast-forms

ABC SYMMETRIC BREAST FORMS

	Shallow 	Average 	Full 
Standard		1044	1004
Lightweight	10248	10142	1032
	10272	10243	10672
	10672	10373	10266
	1072	1042	10268
	10270	10272	
	10295	10672	
		10280	
	10275		
	10475		
	10288		
Flowable	10270	10280	
Air		1041	1031
		10271	
		10281	
		10575	
		10585	
Massage®	10295	10275	
		10475	
		10575	
		10585	
Diamond	10268	10288	
	10287		
Amandasil™			10266
Convex		10243	
		10373	
		10672	

ABC ASYMMETRIC BREAST FORMS

	Shallow 	Average 	Full 
Standard			
Lightweight	10218	1022	1062
		10250	10225
Flowable		10250	
Air		10211	1021
			10251
Massage®			10225
Diamond		10218	
Amandasil™			

ABC SHAPER COLLECTION

For detailed information on ABC Shapers visit:
americanbreastcare.com/products/shapers

11201		full coverage
11202		local coverage
11204		full coverage
11212		local coverage
11242		full coverage
11285		full coverage
11287		full coverage
1131		full coverage
11385		full coverage
11485		full coverage
11672		adjustable full coverage



Example Letter To Your Customer

Dear Valued Customer Name Here,

During these uncertain times regarding the Covid-19 Pandemic, we are all finding ways to cope. Here at Your Store Name Here we want you to know that we are available to assist you with your (mastectomy/bra fitting/form fitting) needs even while our shop is closed for appointments.

We are finding new ways to connect with you that help us remain at a safe social distance while allowing you to remain in the comfort of your own home. We are excited to offer you the opportunity to connect with us through Video Communication and be professionally evaluated by our Certified Fitters.

We can see from your records that your insurance will cover Bra and/or Breast Form purchases at this time. If you would like to be fit for a bra and breast form while remaining sheltered in place, please give us a call at Your Phone Number Here, or contact us via email at Your Email Address Here.

We will be happy to work out the details to get connected with you and provide the professional service you have come to expect from Your Store Name Here. We will send you the American Breast Care Virtual Fitting Kit and directions on how to connect with us.

★ For information on ABC Bras, Breast Forms and Shapers, while you're waiting for your kit to be delivered, visit: americanbreastcare.com

Your Store Information Here

Contact us today!



Suggestions for FAQs & Talking Points Checklist

- When was your last fitting?
- Are there any issues you are having with your current bras/forms?
- Have you lost or gained weight since I last saw you?
- Do you have any allergies or sensitivities that affect your ability to wear a bra?
- Do you want the same kind of fit you have now?
- How many bras were you considering getting today?
- Colors/cup styles/strap style?
- Anything else you want to tell me or think is relevant?
- Don't forget to mention any Seasonal Specials, Promotions or New arrivals like the ABC MyShape RFS with Amandasil™ Technology.



What's in your ABC Virtual Fitting Kit

Item:	Description:
	<ul style="list-style-type: none">• ABC Measuring Tape
	<ul style="list-style-type: none">• ABC Pen
	<ul style="list-style-type: none">• ABC Notepad
	<ul style="list-style-type: none">• ABC Virtual Fitting Guide

What Else You Need:

- **Video Communication Device:** *Computer/Phone/iPad with a stand for hands-free video chatting*
- **WiFi/Internet Connection**
- **Ability to utilize chosen Video & Audio Communication System:** *Zoom, FaceTime, Skype*
- **Wear your preferred bra and breast form:** *No compression bras or camisoles*
- ★ **Full-length mirror**
- ★ **Any questions or talking points for your retailer**
- ★ **For information on ABC Bras, Breast Forms and Shapers, visit:** americanbreastcare.com

All Items with a ★ are suggested but not essential



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Measuring For the Band Size:

- 1.) Wrap the measuring tape around your torso right beneath the bra band. Be sure you are starting at the zero on the measuring tape.
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- 3.) Report the measurement to your fitter.



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- 4.) Place your thumbnail at the zero mark on the measuring tape.
- 5.) Place the measuring tape and your thumbnail against the base of your breast cup.
- 6.) While keeping your thumb and measuring tape secured at the base of the bra cup, use your other hand to extend the tape up towards the apex of your bra cup.
- 7.) Report this measurement to your fitter.



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- 2.) Using the breast form you are wearing, calculate the cup measurement as directed above.