

# SPANX®

BY SARA BLAKELY®

## ENDORSEMENTS



**SPANX®**  
AS SEEN IN  
*Consumer Reports*

**SPANX® for Men**  
"When Spanx changed our woman's posture, including the waist, hips, and calves, we all were doing fine. Suddenly, around the neck, it was a different story."  
— Lisa Rosemann-Platt



**SPANX®**  
AS SEEN IN  
*USA Today*

**SPANX® for Men**  
"It's the first time the weight seems to go away."  
— Lisa Rosemann-Platt



**SPANX®**  
AS SEEN IN  
*Locale*

**SPANX® for Men**  
"When Alex took a T-shirt over the Spanx, I saw his official look of approval. The fabric and fit of the Spanx smoothed out those slight bumps that had appeared over the last seven years."  
— Lisa Rosemann-Platt



**SPANX®**  
AS SEEN IN  
*The New York Times*

**SPANX® for Men**  
"We are selling them as quickly as Spanx can make them..." "Men may not be talking about it, but they're buying it."  
— Nicholson Woodley, the men's fashion director at Neiman Marcus

SPANX®

HANDSOME  
MEN'S  
CLUB

est. 2011

# SPANX®

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HANDBOOK

## CELEBRITY MEMBERS

### OATH

Place your right hand over your abdominals, hold your mirror in your left hand and look into it while saying:

I am handsome.

My customers are handsome.  
With SPANX for Men, we will now be even more handsome. We will now look shaper, stand taller and feel stronger with SPANX for Men.  
I promise to make my customers look their best in everything they wear by offering them SPANX for Men.

**SPANX**<sup>®</sup>  
BY SARA BLAKELY<sup>®</sup>



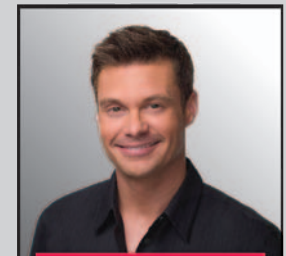
Ed Westwick



Jimmy Fallon



Neil Patrick Harris



Ryan Seacrest

# HANDSOME INFORMATION

Looking good has never been this easy



### How to put shirt on:

- 1 Pull shirt up to your underarm
- 2 Pull shirt over head
- 3 Work shirt down torso to a comfortable length



**ALERT:**  
Side effects of wearing shirt includes increased confidence and decreased waistline



### How to take shirt off:

- 1 Work shirt up body
- 2 Pull shirt up to your underarm
- 3 Grab gathered bottom and pull over head



visit [spanx.com/men](http://spanx.com/men) for more products and info



## WELCOME

Enclosed are the guidelines for membership in the SPANX for Men Handsome Men's Club. We challenge you to abide by them every day as we invite you and your customers to be a part of this good-looking organization founded on the principles of looking your best while being comfortable. You and your customers are already handsome, but you will look even more handsome when they wear SPANX for Men and join the Handsome Men's Club.

## CARE

- Machine wash cold with like colors
- Do not bleach
- Tumble dry low
- Do not iron

## MEMBERSHIP INFO

### Eligibility Requirements

- \* A desire to look more handsome in your clothes
- \* Willingness to be open-minded about ways to look even better than you already do
- \* A commitment to help other men look more handsome than they already are with SPANX for Men

### Membership Benefits

- \* Be even more handsome
- \* Increased confidence
- \* Decreased waistline

### Judicial Board

Misconduct in the SPANX for Men Handsome Men's Club will not be tolerated. Offenses include:

- \* Telling a customer he is not handsome
- \* Allowing customers to have an obvious beer belly or spare tire when wearing their clothes
- \* Allowing customers' undergarments to pinch and chafe in all the wrong places

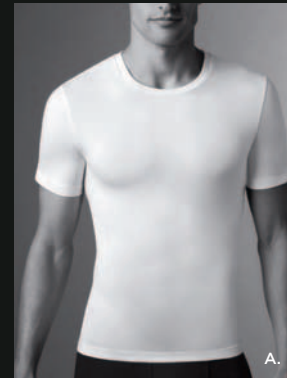
## BEFORE & AFTERS



## STANDARD PROCEDURES

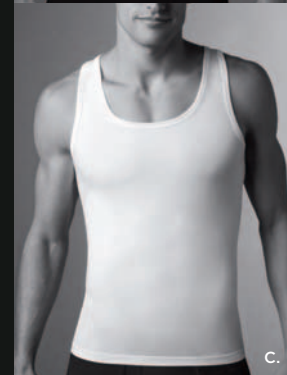
- \* Offer your customers a SPANX for Men shirt when he is trying on an outerwear shirt that may fit a bit too snug
- \* Have a customer do his own before and after in the fitting room. Have him put on a shirt without SPANX for Men then put the shirt on again with it to see the dramatic results
- \* Use humor in your approach – remember, we don't want customers to feel self-conscious
- \* Let customers know that they don't have to reveal their SPANX for Men shirt superpowers – they can keep the shaping secret to themselves
- \* Tell customers about your experiences with SPANX for Men and let him know about celebrity fans and rave reviews in the press
- \* Remind customers that they will not want to wear an old beat up cotton t-shirt under their brand new suit. SPANX for Men will add the perfect finishing touch to their look
- \* Alert customers on the best way to put on (and take off) their SPANX for Men shirts (see page 10)
- \* Share with customers the secret to making their SPANX for Men garments last with proper care (see page 10)

## DRESS CODE



### COTTON COMPRESSION UNDERSHIRTS

- \* Breathable cotton compression fabric
- \* Firms chest
- \* Narrows waistline
- \* Flattens stomach
- \* Improves posture
- \* Supports lower back
- \* Eliminates bulk under clothes
- \* Perfect for everyday wear, under your favorite polo or classic dress shirt



#### A. COTTON COMPRESSION CREW

COLORS: White, Black, Grey  
SIZE: S-XXL  
STYLE: 607, \$58

#### B. COTTON COMPRESSION V-NECK

COLORS: White, Black, Grey  
SIZE: S-XXL  
STYLE: 610, \$58

#### C. COTTON COMPRESSION TANK

COLORS: White, Black, Grey  
SIZE: S-XXL  
STYLE: 611, \$55







## COTTON COMFORT UNDERWEAR

- \* Breathable cotton compression fabric
- \* Comfortable elastic waistband won't dig in
- \* Breatheasy™ mesh around innovative 3D pouch keeps groin cool
- \* Anti-chafe design
- \* Soft comfort cotton hugs body and won't ride up legs

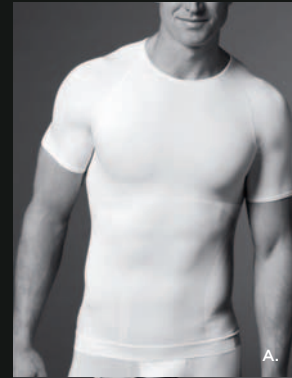


### A. COTTON COMFORT BRIEFS

COLORS: White, Black  
 SIZE: S-XXL  
 STYLE: 621, \$38

### B. COTTON COMFORT BOXER BRIEFS

COLORS: White, Black  
 SIZE: S-XXL  
 STYLE: 620, \$48



## ZONED PERFORMANCE UNDERSHIRTS

- \* Comfortable spandex nylon fabric wicks moisture
- \* Compression zones target abs and torso
- \* Firms and tones chest
- \* Breatheasy™ zone cools through underarms and back
- \* Lumbar support zone improves posture
- \* Athletic design for maximum mobility
- \* Eliminates bulk under clothes
- \* Great for a night out and even working out



### A. ZONED PERFORMANCE CREW

COLORS: White, Black  
 SIZE: S-XXL  
 STYLE: 619, \$78

### B. ZONED PERFORMANCE V-NECK

COLORS: White, Black  
 SIZE: S-XXL  
 STYLE: 618, \$78

### C. ZONED PERFORMANCE TANK

COLORS: White, Black  
 SIZE: S-XXL  
 STYLE: 602, \$75

