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Mitsui Chemicals, Inc.

A new material that detects warmth and gently embraces the body  
**HUMOFIT™ to Be Used in Wacoal Maternity Bra**

Special sheet in the cup changes itself to the wearer's curves in response to their body temperature

Mitsui Chemicals, Inc. (Tokyo: 4183; President & CEO: HASHIMOTO Osamu) today announced that its new material HUMOFIT™ has been chosen by Wacoal Corp. (Kyoto; President & Representative Director: ITO Tomoyasu) for use in a maternity bra due to be launched this November. Developed by Mitsui Chemicals, HUMOFIT™ detects body temperature and gently embraces the wearer.



Image: Wacoal maternity bra

In developing its new maternity bra, Wacoal sought to create something that mothers can start wearing during the breastfeeding period and continue using long after weaning has finished. A special HUMOFIT™ sheet sewn into the upper part of the cup gives the bra the unique ability to mold itself to the wearer's curves in response to their body temperature. This ensures a perfect fit at all times, accommodating the substantial changes in bust size that take place after childbirth.

HUMOFIT™ has the elasticity of rubber at room temperature, with shape-memory properties that enable the material to gradually return to its original form even after being bent, folded, twisted and stretched. Its temperature dependence means that HUMOFIT™ becomes soft when warmed but firm when cooled. This new material is the fruit of the Mitsui Chemicals Group's efforts to develop both materials and processing technologies inspired by the concept of softer, more "human-friendly" interfaces between people and products.

The unique properties of HUMOFIT™ have earned the material high praise in a variety of fields, including medical and nursing care, sport and apparel.

#### Reference

- **HUMOFIT™ website (Japanese only):** <https://jp.mitsuichemicals.com/jp/special/humofit>

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