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Daring derrieres: Booty Pop at Bed, Bath & Beyond



Courtesy Booty Pop

Cheap chic: Padded Booty Pop undies spare you from butt augmentation surgery, but still set you back \$19.99 a pair.

appearance under clothing. Bloomstone, a former PBS documentary producer, and friend **Lisa Reisler**, a former fashion director, were inspired to create the lingerie line after Bloomstone read a story in the New York Times reporting an increase in the rate of buttock augmentation surgery. Bloomstone was concerned that such surgery was a risky way to go about changing one's shape, and knew that few are willing to do 100 squats at the gym several times a week to sculpt their gluteals into rounded perfection.

Knowing that padded bras -- and many other forms of fakery -- have become acceptable to women and men, the duo came up with the concept of padded undies. "We have no problem with women faking it," Bloomstone told SFUnzipped by e-mail. "From hair extensions, fake eye lashes, make-up, high heels and contact lenses to padded bras, Booty Pop is just another way to naturally and safely enhance what you have. Booty Pop is not risky, permanent or costly."

You may have seen the product on TV infomercials, as well as on "Live with Regis and Kelly," "Jay Leno" and "The View," but you can find them at Bed, Bath & Beyond, which carries other products with the "As Seen on TV" logo.

They're being touted as a great Mother's Day gift. No funny business here. It's fanny business.

In a rear-guard rebellion against flat fannies everywhere, **Susan Bloomstone's "Booty Pop"** undies -- padded underwear that add curves to the derriere -- are available at [Bed, Bath & Beyond](#) stores starting this week.

In a world in which women are encouraged to be as thin as the celebrities and models they see in movies and on TV, it's hard to imagine anyone wanting a bigger butt, but there are those who regard a little extra "junk in the trunk" a good thing -- like fans of curvaceous **Jennifer Lopez**, **Beyonce** and **Kim Kardashian**, to name a few.

The Booty Pop is much like a padded bra, adding heft and curves where none exists, to create a rounder



Courtesy Booty Pop

"Hi Mom, you don't need this, but..."