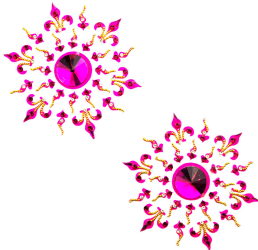




## Introducing **appeeling™** - A NEW BODY CELEBRATION BRAND FOR EVERY BODY THAT WANTS TO SPARKLE

*Breast Cancer survivor launches new Canadian accessories brand of artful nipple pasties just in time for summer, body positive celebrations and festival season.*

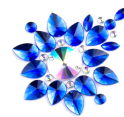
Toronto, ON – April 20, 2018 – When Andrea Johnson was diagnosed with breast cancer in 2003, she decided that every milestone of her recovery journey was an opportunity to celebrate life. The celebrations culminated in one final party that signalled the end of her journey. Andrea gave glittering nipple pasties to everyone who came, and as people of all ages walked around with sparkly, fun, and eccentric pasties stuck over their clothing, an idea was born.



Introducing **appeeling™**: beautiful nipple pasties -accessories to wear with your favorite outfit, costume or just a smile. A fun and flirty accessory meant for *every body* who wants to celebrate their beautiful selves, **appeeling™** pasties range in price from \$5.00 to \$19.95, are available online at [www.beappeeling.com](http://www.beappeeling.com), and feature three inaugural collections – **Darling**, **Diva** and **Decorative**.

“Throughout my 15-year journey managing breast cancer, I had many conversations with both women and men about how our self-confidence is pervasively linked to body positivity,” says Andrea Johnson, founder, **appeeling™**. “Seeing my friends and family open up and have fun at the party drove home for me that confidence is a challenge for many when it comes to body positivity. It was through this lens and the fervent desire to promote self-confidence for the beautiful bodies we all have that **appeeling™** was born.”

Johnson is committed to continuing to advance body positivity beyond the new product line. A portion of net proceeds from sales will go to **The Princess Margaret Cancer Foundation** and **LGBT Youthline**.



“**appeeling™** is a sassy and classy body celebration brand,” continued Johnson. “It’s the perfect accessory for those who want to celebrate and decorate any way they choose to – whether for public glow or private show. Simply put, life is too short to *not* be appealing.”



Please contact [andrea@beappeeling.com](mailto:andrea@beappeeling.com) to schedule an interview or deskside and for further images.