



GENIUS LAB GEAR

LAB COATS FOR INCLUSIVE SIZING AND WELL-BEING

We surveyed over 1500 scientists and more than 90% of them were unhappy with their current lab coat. They cited reasons ranging from feeling dangerously exposed, to dysfunctional features that affect productivity, to feeling unprofessional when no size would fit their body well.



"Being swallowed by a giant lab coat makes you feel like you are dressing up in a costume. It creates a strange imposter syndrome that whispers in your ear 'You're not a real scientist.'"

"All the sizes were for men and I'm tired of wearing boxy men's clothing at work. They're uncomfortable, tight across the chest, and bunch up when I move. Men's clothing makes me look like someone I'm not."

"If it fits around my hips, everything else is way too big. The shoulders are so big it's a joke. My lab ordered uniforms and they fit me so poorly that they make it hard to do my work."



Top 5 frustrations with lab coats from our survey



1. Unisex sizing is designed around men, not appropriate for women
2. Exposed skin at wrist cuffs and open chest makes them feel unsafe
3. Petite and curvy women feel unprofessional, like "imposters" due to poor fit, design
4. Stocky/athletic men feel like they are "wearing a straight jacket" with limited range of motion
5. Limited, non-segmented pockets are unorganized, not secure, cause lost productivity

Our new lab coats are designed to help scientists be:

SAFE

- Convertible up/down collar for extra neck and chest protection around hazards
- Longer knit cuffs protect skin on wrists when reaching for chemicals
- All-metal snap front closure for quick removal in case of fire or chemical exposure
- Soft 100% cotton twill maximizes breathability while reducing static shock, and won't melt onto skin like polyester

COMFORTABLE

- Separate Men's and Women's designs.
- Size-tested on 28 diverse men and women 90-350 lbs to ensure the best possible fit for every body
- Shoulder pleats for men and hip pleats for women for greater range of motion
- Hidden inner belt to slim the waist up to 8", preventing snags and giving a cleaner, more professional look

PRODUCTIVE

- 5 pockets and 2 marker loops to keep tools organized and accessible
- Tapered sleeves to reduce chance of knocking over glassware of chemicals
- 5-slot extra breast pocket to keep utensils secure when bending down
- Zippered side vents to access pants pockets without catching on knobs



SAFETY INFO

100% cotton is acceptable in most standard lab environments including introductory chemistry, biology, and organic chemistry labs. This is not "FR" (NFPA-2112 rated). FR lab coats will be released next year.

PRE-ORDER MODEL

We validate demand for new designs with pre-orders to reduce waste and ensure it meets the needs before manufacturing. Lab coats ship 5 months after we reach the goal. Cancel or update your order at any time.

GROUP ORDERS

Group orders will save on shipping costs. Embroidery options will be offered by email before shipping for \$10-\$15 per lab coat. See the link below to get started.



Email Address
orders@geniuslabgear.com



Place an order
geniuslabgear.com/lcorder