

Vera SA

Ostomy Underwear

Feel comfortable in your own skin

Our unique range of men's briefs and women's panties stylishly conceal and discreetly support ostomy pouches.





MISSION STATEMENT!

TOUGH TIMES NEVER LAST, BUT TOUGH PEOPLE DO...

Vera SA is a proudly South African company established in 2020 that offers a unique range of high-quality underwear specifically designed with stoma wearers in mind.

All ladies' panties and men's briefs are custom-made to stylishly conceal and discreetly support ostomy pouches, reducing the possibility of detachment.

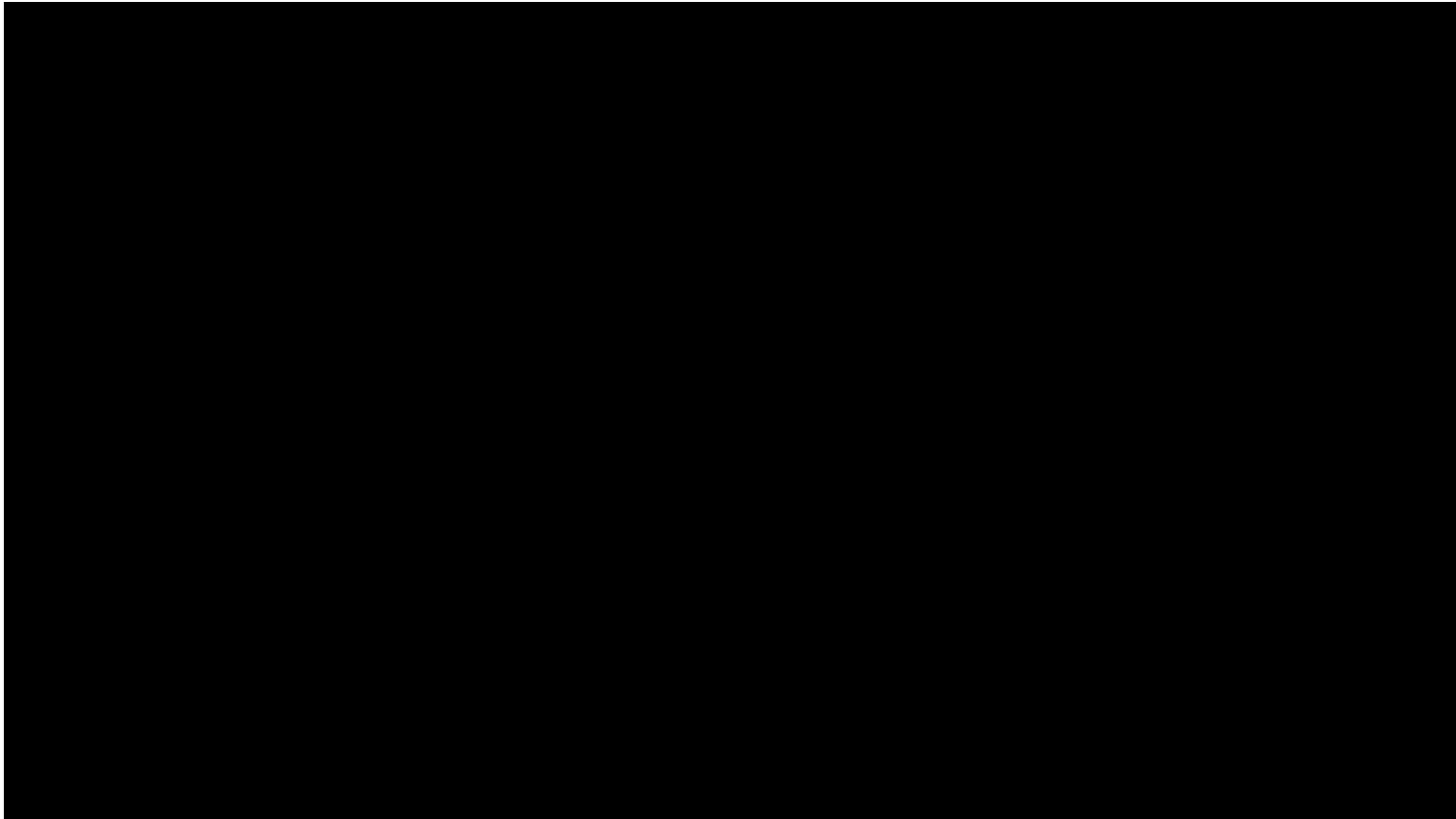
VERA SA is founded by Natalie Mascall – a mom of two, successful entrepreneur, passionate athlete, and stoma wearer.

A word from Natalie Mascall - founder of Vera SA



Natalie Mascall's life changed drastically when she was diagnosed with Crohn's disease in her early 20s. After numerous flare-ups and multiple surgeries, Natalie eventually had the majority of her colon removed and a temporary ileostomy.

"There are so many people living in South Africa with ostomies and I thought why not create an underwear range boasting high-quality garments that would give stoma users the freedom and confidence to feel good about themselves and to be able to wear fashionable clothing while being discreet. And so Vera SA was born."



Vera SA: Ostomy Underwear

- Keeps ostomy pouch supported and flat against your stomach.
- Completely covers the pouch up to the base of your skin barrier, reducing friction between the pouch and your skin.
- Supports the weight of the pouch as it fills, providing you with additional security & confidence.
- Smooths “bumps” as the pouch fills, making them less noticeable.
- Prevents pouch from “swinging” under clothing.
- Can be used for right-sided and/or left-sided ostomies.
- Won’t pill, sag, lump, ride up, or bleed colour.



Vera SA





Men's Underwear

Underwear is an item of clothing most men wear on a daily basis. Right? So it's crucial to pick the perfect briefs!

If you're a stoma wearer choosing the right underwear can be tricky. But don't worry – Vera SA has you covered!

Seriously, we've taken into consideration important aspects to ensure you feel confident – and most importantly – comfortable in our underwear.

You can expect our briefs to cover the whole pelvic area, and give you the right support.

VERA SA

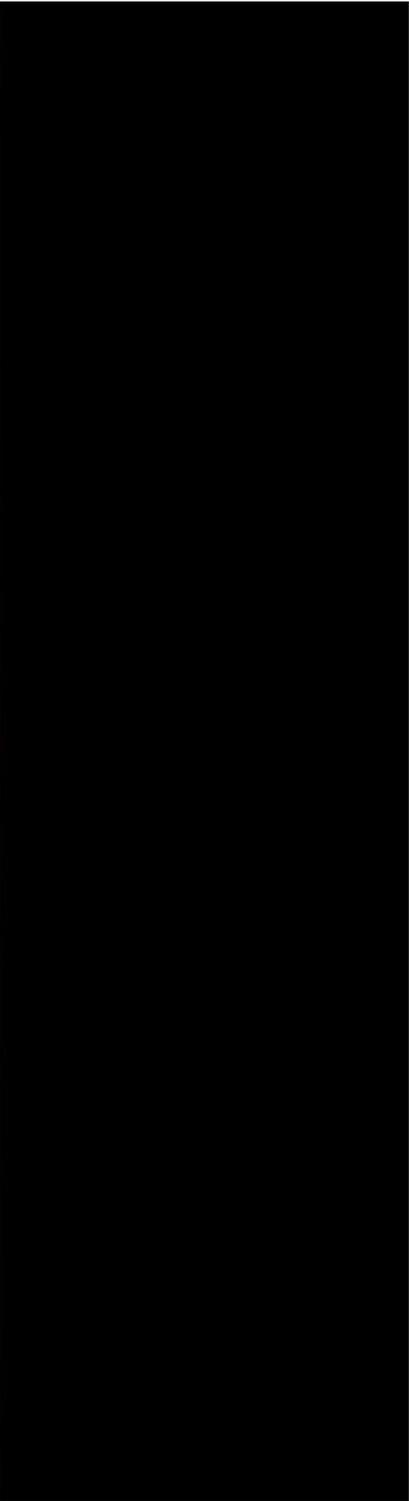
OSTOMY UNDERWEAR

Hidden inner pouch discreetly supports your stoma



<https://www.verasa.store/> | INFO@VERASA.STORE | +27(0)82-833-9200

Vera SA underwear is also suitable to wear while sleeping and helps prevent the bag from shifting, creasing, or curling.





Ladies' Underwear

Our stylish and super-comfy ladies' underwear boasts a hidden stoma pouch that prevents rubbing, irritation, or inflammation, and reduces the possibility of detachment or leaks, keeping you feeling carefree all day!

We've ensured our underwear has added stretch and a generous cut, so you don't have to worry about the underwear being too tight if you have regular output. They're thin enough that they're barely visible even in yoga pants, but not so thin that they feel low-quality.

VERA SA: Ostomy Underwear

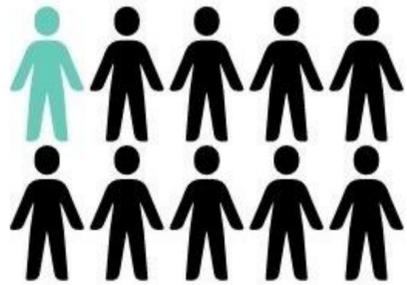
Our ostomy underwear boast a hidden stoma pouch that prevents rubbing or inflammation, and reduces the possibility of detachment or leaks.

Vera SA



**Vera SA fits
into your
active
lifestyle**

When it comes to security, comfort, and confidence, we have you covered!



Our unique range of men's briefs and women's panties stylishly conceal and discreetly support ostomy pouches.



Vera SA is a proud partner of CANSA and The South African Society of Ostomates.

Get back to the things you enjoy

Quality and functionality you can trust



Soft material? Check.
No tags? Check.
Quick-drying? Check.



Doesn't dig in anywhere? Check.
Comfortable? Check.



No issues with wedgies or sliding around? Check.

PRODUCTS



FEATURES

When it comes time to empty your ostomy pouch, you can often easily remove it from the undergarment pocket without needing to pull down or remove the undergarment completely. If you have an irrigate, you should be able to comfortably wear Vera SA underwear without problems.



DESIGN

The integrated and hidden cotton pocket keeps your bag away from your skin, minimising sweating, chaffing, and irritation.



MATERIAL

Cotton (93%) and elastane (7%) blend that feels like a second skin. Material is ethically sourced from Mauritius but manufactured in Madagascar.



SIZING

Won't stretch or fade and is available in five sizes (S, M, L, XL, XXL) for every body size and shape.



WEAR ANYTIME, ANYWHERE

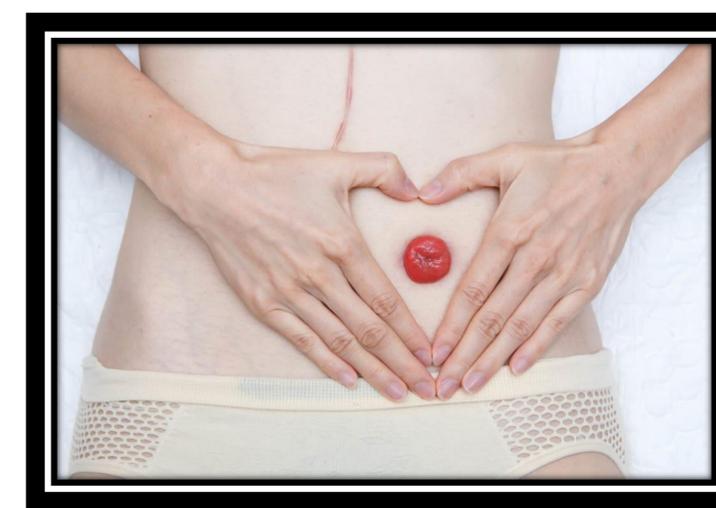
Perfect for every day wear.

PERCENTAGES

Crunching the numbers

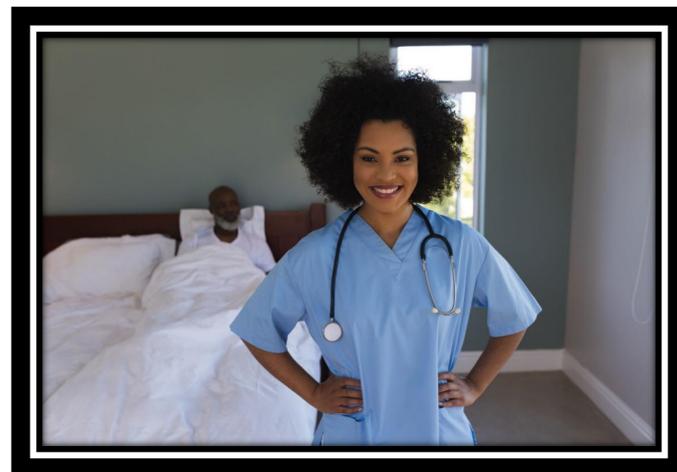
200 000

Children suffer from spina bifida worldwide



1

In 20 000 people suffer from Ehlers-Danlos syndrome



6.8

million people suffer from Crohn's Disease globally



65

% of those over 85 suffer from diverticular disease

0.5

% of familial adenomatous polyposis cases result in colorectal cancer



1

in 5000 people suffer from Hirschsprung's disease

A STYLE THAT FITS

"Great fitting knickers really can make you feel like a million bucks, especially when you find a pair designed specifically for ostomy patients."

- ✓ FAST SHIPPING
- ✓ PRODUCED IN RSA
- ✓ SECURE PAYMENTS



The power of great knickers!



Our mens' and ladies underwear boast a hidden stoma pouch that prevents rubbing, irritation, or inflammation, and reduces the possibility of detachment or leaks, keeping you feeling carefree all day.

VERA SA: Ostomy Underwear





Natalie Mascall

CEO/Founder

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