

NEW DENTAL WORKWEAR IS A SCRUB ABOVE

Creators of a new healthcare clothing range targeted at dentists say it's time the UK caught up with the US when it comes to striking the right balance between function and fashion.

Zesti has just been launched – a premium scrub-based clothing collection that uses a proprietary stretch fabric to meet the challenges of the most demanding jobs without sacrificing style.

The manufacturers set out to create a brand that answered that need for more flexibility while challenging the perception that workwear should be dull and boring, and Zesti was born – a vibrant and contemporary range of garments, sustainably designed, to inspire confidence and positivity. It aims to push the boundaries between healthcare and beauty and spa workwear.

Zesti believe the colour range and style element will offer added appeal to practices seeking workwear for dental nurses too, as they typically wear a style that differentiates them from the dentist.

The collection was showcased at the British Dental Conference and Dentistry Show earlier this month at the NEC in Birmingham where delegates could see and feel the quality of the fabric and style options.

Zesti comprises three ranges aimed at various sectors of the healthcare market. As well as dental the ranges are suitable for veterinary, pharmacy, private hospitals and clinics, and private residential or care homes.

The Spirit range is an evolution of the 'typical' scrub, fashion-forward



and manufactured from the specialist material Alsi-Flex. Combining stretch and sustainability, it uses two-thirds less carbon emissions to manufacture than other comparable fabrics and is Oeko Tex 100 standard approved (the internationally recognised certification and world's leading health label for textiles).

The 'Mode' range celebrates body inclusivity and confidence, with soft polyester elastane stretch fabric for flexibility and functionality, and an eye-catching colour palette exclusive to Zesti products. Meanwhile the 'Power' range is sports and performance inspired for a design that fuses casual with professional.

The brand is backed by decades of expertise, having been created by parent company Alnico, one of the largest producers of workwear in Europe, manufacturing everything from nurses' uniforms and lab coats to food trade clothing and PPE.

<https://www.zesti.co.uk/>

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