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**SOFIA
VERGARA
INTRODUCES
CAREISMA,
HER NEW LINE
OF SCRUBS**

**NURSES
TO KNOW**
INFLUENCERS
YOU SHOULD
FOLLOW

SPRING 2016
\$4.95



A studio portrait of Sofia Vergara with long, wavy brown hair, wearing a blue and black top. She is smiling slightly and looking towards the camera. The background is plain white.

PHOTOGRAPHED
BY WALTER CHIN.
CAREISMA BY
SOFIA VERGARA
"SOFIA" TOP

SOFIA

SOFIA VERGARA

*BRINGS HER STYLE
TO HEALTHCARE WITH*

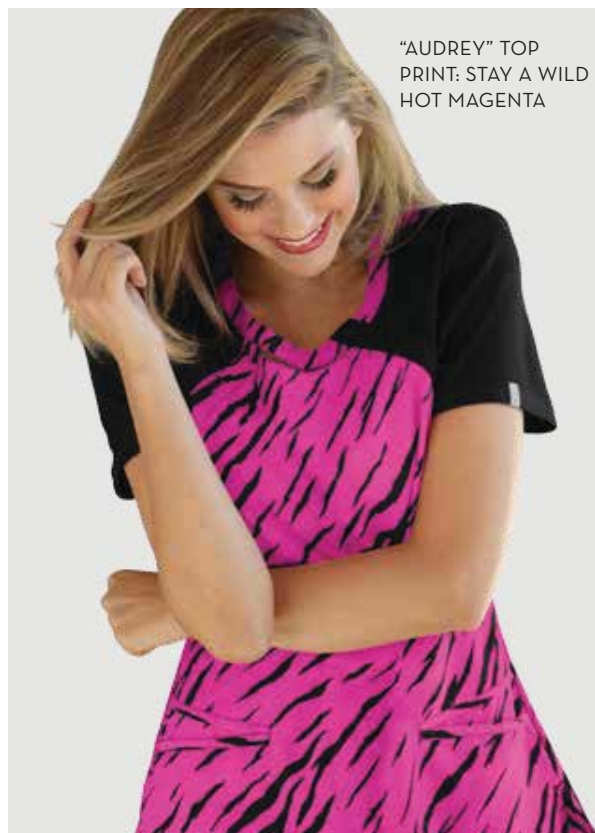
CAREISMA,

HER NEW LINE OF SCRUBS

WE ARE SO FORTUNATE TO GET AN EXCLUSIVE INTERVIEW WITH ACTRESS SOFIA VERGARA, WHO SHARES THE INSPIRATION BEHIND HER NEW LINE OF SCRUBS FOR NURSES!

SCRUBS It's exciting and unique to see a line of scrubs created by someone who is so well-respected as both an award-winning actress and a successful businesswoman. How did your relationship with the healthcare community inspire you to create your scrubs collection?

SOFIA The reason I created the Sofia Vergara brand was to enhance the lives of women, especially working women—and nurses are among the hardest-working people I know! I've also had many opportunities to interact with nurses and healthcare workers on a personal level. I was impressed with the passion and dedication that they bring to their jobs. Nurses deal with difficult, life-changing situations every day, and they do it with such compassion and professionalism. I wanted to honor the amazing work nurses do.



"AUDREY" TOP
PRINT: STAY A WILD
HOT MAGENTA

GO TO CAREISMASCRUBS.COM TO CHECK OUT THE ENTIRE LINE



“SOFIA” TOP
COLOR: HOT MAGENTA

SCRUBS When you look at the Careisma by Sofia Vergara line, the colors, the fit, the prints, all scream “Sofia” to me. How did you choose them?

SOFIA It really was a collaboration. My collection is about embracing your curves, feeling feminine and being fearless. I think that nurses are all of these things and more, and I wanted to offer scrubs to celebrate those aspects of their personality. The colors are bold, just like me. Actually, I worked closely with talented industry designers who have developed products for leading scrubs brands and figured out how to bring as much of my style and philosophy to the collection as possible. For me, it’s all about comfort, fashion, and how the clothes fit my body. The Careisma by Sofia Vergara collection features figure-flattering styling in a beautiful assortment of solid colors and fashionable animal prints. I think a woman should be allowed to look and feel like a woman—while still looking professional.

SCRUBS Why do you think expressing one’s personality at work is so important?

SOFIA I have always believed self-expression is essential to happiness. I’ve seen how hard nurses work, and I wanted to give them an opportunity to proudly embrace their feminine side, their funny side, or their sassy side, while still being professional. I think it’s all about being authentic in a compassionate and inspiring way.

SCRUBS What is something that has surprised you about your interactions with nurses?

SOFIA I love to laugh and make other people laugh—both personally and professionally. I was surprised at how these strong women with very serious jobs still find ways to have an incredible sense of humor and make everyone smile. It really is the best medicine.

SCRUBS Tell us about the name “Careisma.” It’s actually a fun word to say—and I can’t help doing my “Sofia” impression every time I say it.

SOFIA We were looking for the ideal word that would combine the concepts of caregiving, authentic personality, and, of course, style. We felt merging the powerful words “care” and “charisma” into “Careisma” was the perfect way to express what my collection is all about.

SCRUBS The tagline for Careisma by Sofia Vergara is “embrace your curves.” How do you think that connects with healthcare professionals?

SOFIA Nurses have very active jobs. They need to be functional at work. Often they don’t know what each shift will bring. Careisma by Sofia Vergara is a line that’s meant to be flattering and fashionable, no matter what the day throws at you. You can embrace your own body’s curves, the curves that life throws at us all, and embrace your beauty while feeling super-comfortable and delivering amazing healthcare.

SCRUBS You’ve been involved with a number of health-related charities, but one in particular increased your awareness of the hard work nurses do.

SOFIA Yes, Stand Up To Cancer. It is very personal to me, since I was diagnosed with thyroid cancer. I will be on medication my whole life, and I’m strict about doing what the doctor says. Every time I go for a checkup or blood test, I meet the kindest and most dedicated nurses. When you realize that the work nurses are doing is helping you to live a healthier and more productive life, it fills you with a deep sense of respect and gratitude.

SCRUBS Give me the Sofia Vergara definitions of the following words: “fearless.”

SOFIA Being true to yourself, no matter where you are or whom you are with.

SCRUBS “Fashionable.”

SOFIA Proudly owning your body and wearing clothes that make you feel beautiful and empowered.


SCRUBS “Feminine.”

SOFIA Embracing your curves and loving who you are.

SCRUBS I can’t thank you enough for chatting with us today. Is there any final message that we can pass along to all of our healthcare professionals directly from you?

SOFIA Thank you for the great work you do every day. Please know you are truly appreciated!

For more info, go to careismascrubs.com



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WORK NURSES ARE DOING
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HEALTHIER AND MORE
PRODUCTIVE LIFE, IT FILLS
YOU WITH A DEEP SENSE OF
RESPECT AND GRATITUDE.”

—*SOFIA VERGARA*

“SOFIA” TOP
COLOR: ROYAL