

Ted Brellisford, the Hamilton Spectator

Who does that?

The Hamilton Spectator

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Who: Janac Sportswear

What: Developer of prosthetic breasts and mastectomy leisure wear including sports bras and bra tank tops. Janet Cockburn, Janac founder and a breast cancer survivor, realized first-hand the unaddressed physical needs after surgery when it came to reliable and comfortable undergarments to resume an active lifestyle. Her first focus was the sports bra and she developed 12 prototypes that included pockets for a prosthesis. She teamed up with Niko Apparel Systems in Hamilton, who took her design and started to produce it. Cockburn then realized part of the problem was the gel prosthesis itself. She engineered the Been-A-Boob, a beanbag-style alternative in place of where the "boob would have been."



Where: Online at www.janacsportswear.ca or at retail stores listed on the website. Based in Burlington, she has two retail outlets at home, Brant Arts Pharmacy and Shapings with five others in the Hamilton area.

Year established: 2003

Market share: With 50 retailers across Canada, Janac reported sales of just under \$60,000 last year. Cockburn has sold her trademarked product in New Zealand, Barbados, Australia, Africa and Egypt.

Hot product: The Been-A-Boob retails between \$35 and \$65 and comes in 11 sizes. A smaller version, the Junior or Baby-Been-A-Boob, is geared for women who have undergone lumpectomies or partial mastectomies. This January, a retailer in England called Nicola Jane ordered a shipment of 300 prostheses.

Were you've seen it: Featured on CBC's Dragon's Den, where she earned a \$50,000 investment deal.