

Fringe 2024 – Booby Physio – comedy to give you a bit of a lift

Uplifting in more ways than one, an unexpected union in comedy, physiotherapy and values fuse for the Fringe. As part of a dynamic launch of their new “Booby Physio” service, Edinburgh-based Taylor Physiotherapy and the Irish-founded PostureFitting are joining forces with the all-female comedy show “Edinbra”, with a shared mission to empower and enlighten women and girls.

For two nights only, the threesome unite in Edinburgh! Meet the original Booby Physio and former Ireland rugby international, Siobhán O’Donovan, over from Ireland, Taylor Physiotherapy’s founder Bill Taylor, Edinburgh’s first Booby Physio, Hélène Fyffe, and the Edinbra hosts, GP Dr Jeannie Jones and Rachel Morton-Young, on Sat 17 & Sun 18 August at 5.30pm, in the City Cafe’s Las Vegas Room.

The Launch – A Union of Shared Values

PostureFitting (aka Booby Physio) has found an ideal partner

to bring its much-needed, unique 1:1 physiotherapy service to Edinburgh in the well-established Taylor Physiotherapy, who specialise in men & women's health, musculoskeletal and workplace issues, and the performing arts – established in 1998 by renowned Bill Taylor. To further celebrate the launch, the physio pairing has bonded with Edinbra hosts, who, like kindred spirits, strive to uplift women with a dynamic and revolving line-up of both established and up-and-coming female talents.

“In an industry where women are, sadly, still often underrepresented on line-ups, Edinbra provides a vital platform for female voices in comedy”, explained one of the Edinbra producers, Dr Jeannie Jones.

With their synergy of wellbeing and support, the Edinbra team are the fortunate firsts to experience Taylor Physiotherapy's new PostureFitting service, joining forces to spread the news that finally there is a non-surgical answer to the physical, psychological, and social pain associated with breast weight, ill-fitting bras and poor postural awareness.

Demand for PostureFitting

PostureFitting has taken Ireland by storm after the service was discussed by its founder, Siobhán, in a radio interview this year.

One listener messaged, *“At last, someone who understands! It is as if you knew exactly my (and hundreds of women's) problem!”*

Unlike retail bra-fitting, PostureFitting is a comprehensive physiotherapy consultation that educates, empowers and enlightens women and girls to optimally support their breast weight for the long-term, by and through positively influencing their alignment.

Siobhán explains, *“My mission is to spread the positivity of*

optimally supported breast weight to women and girls worldwide, and I am thrilled to partner with Taylor Physiotherapy to bring this service to the women and girls of Scotland”.

Siobhán and her PostureFitting Partners have helped hundreds of gals in Ireland and England (and globally with virtual consults) physically and emotionally, by helping them to understand the relationship between breast weight and gravity – an interdependency underrecognised and undervalued by both the lingerie and the healthcare industries.

Busting(!) to support the health and wellbeing of women and girls in Edinburgh and beyond, this comedy and physio union is a Fringe triumph of genuine uplift.