

SoSoak and Lovell Announce Partnership to Increase Access to Innovative Bathing Solution for Veterans

Partnership expands federal access to the SoSoak® Shower Soaking Chair, an innovative bathing solution designed to improve comfort, safety, and independence.

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Chris Lovell, CEO of Lovell Government Services

Services (Lovell), a Service-Disabled Veteran-Owned Small Business (SDVOSB), and SoSoak®, an innovative provider of adaptive bathing solutions, announced today that they have partnered to expand access to the SoSoak® Shower Soaking Chair across federal healthcare systems, including the Veterans Health Administration (VHA), Military Health System (MHS), and Indian Health Service (IHS).

Through the partnership, Lovell will serve as SoSoak’s SDVOSB vendor and help make its innovative bathing solution available to federal healthcare providers through established government contracting channels.

The SoSoak® Shower Soaking Chair is the first shower chair designed with a built-in soaking basin seamlessly integrated into the seat. The product combines the stability and support of a traditional shower chair with the comfort and cleansing benefits of warm-water soaking, providing users with a bathtub-like experience without requiring them to climb into a tub.

Designed and manufactured in the United States, SoSoak features a durable, one-piece, double-walled rotomolded polyethylene construction, an anti-tip design, and a nonporous surface that is easy to clean. The integrated soaking basin can be filled directly from the shower or used with the included shower hose and diverter to provide a continuous flow of warm water.

SoSoak was developed for a wide range of users, including older adults, people with disabilities or mobility challenges, individuals recovering from surgery, caregivers, new mothers, and anyone seeking a more comfortable and supported bathing experience. By bringing the benefits of soaking into the shower, SoSoak is designed to help make personal hygiene easier while

supporting greater comfort, confidence, and independence.

As SoSoak's SDVOSB vendor, Lovell will help streamline federal procurement and expand access to the product throughout government healthcare systems. SoSoak products are [pending addition to / available through] Lovell's federal contract vehicles, including the Department of Veterans Affairs Federal Supply Schedule (FSS), GSA Advantage, the Defense Logistics Agency's Electronic Catalog (ECAT), and the Department of Defense's Distribution and Pricing Agreement (DAPA). Listing products through established contract vehicles can simplify the acquisition process while helping federal agencies meet their SDVOSB procurement goals.

"Federal healthcare providers are constantly looking for innovative solutions that can improve safety, comfort, and quality of life for the patients they serve," said Chris Lovell, Major, USMC (Ret.), CEO of Lovell Government Services. "SoSoak addresses an important need by providing a practical and dignified bathing solution for individuals who may have difficulty using a traditional bathtub. We're excited to partner with SoSoak and help make this technology more accessible to Veterans, active-duty service members, and other federal beneficiaries."

"SoSoak is excited to partner with Lovell Government Services to expand access to our product throughout the federal healthcare system," said Paula Hennessy, RN, founder of SoSoak. "Our mission has always been to provide people with a safer, more comfortable, and more dignified way to bathe. We are proud to work with Lovell to help bring that solution to our nation's Veterans, service members, and their families."

About SoSoak®

SoSoak® is transforming the way people think about bathing, hygiene, and personal care. Founded by Paula Hennessy, RN, a longtime healthcare professional and caregiver, SoSoak was created from a simple but important observation: people deserve a safer, more comfortable, and more dignified way to bathe when a traditional shower or bathtub is no longer practical. The company's flagship product, the SoSoak® Shower Soaking Chair, combines the support of a shower chair with the comfort and cleansing benefits of warm-water soaking. Designed and made in the USA, the product requires no assembly and is built for everyday use. SoSoak is woman-owned, made in the USA, HSA/FSA eligible, and protected by multiple U.S. patents, with additional U.S. and international intellectual property pending.



SoSoak PR Image

Learn more at <https://sosoak.com>.

About Lovell Government Services

Lovell Government Services has been a trusted Service-Disabled Veteran-Owned Small Business (SDVOSB) vendor since 2013 with a proven track record of helping suppliers successfully navigate the federal marketplace. As a five-time Inc. 5000 honoree, Lovell partners with medical, dental, pharmaceutical, and healthcare technology companies to expand access to federal healthcare systems while helping agencies streamline procurement and improve patient care for Veterans, military personnel, and other federal beneficiaries.

Learn more at www.lovellgov.com.

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