

YOU'RE COOL, MAKE YOUR **CLOTHES** MUCH COOLER

MOISTURE ACTIVATED **TEXTILE COOLING** TECHNOLOGY

The world around us is changing rapidly and so is our lifestyle. COOLIT® through its moisture activated cooling effect ensures your comfort and freshness in every situation.

KEEPING YOU COOL, NO MATTER WHAT



Fights Body Heat



Enables Direct Application



Upto 3°C Cooler

Moisture Activated Cooling

Improves Comfort and Performance

COOLER AND COMFORTABLE 'YOU'

HOW DOES **COOLIT**[®] KEEP YOU COOL?

COOLIT[®], made with **innovative** polyol technology, in a durable polymer matrix, has an **instant cooling effect** that is activated by moisture. It reduces the body heat and produces a **cooling effect of up to 3°C** when in contact with sweat or moisture, keeping you fresh and comfortable while you sweat it out.



Moisture Activated Cooling Technology



Upto 3°C Cooler



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High Performance



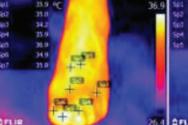


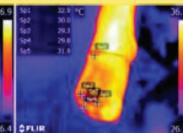
Durable

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UNTREATED SOCKS

COOLIT[®] TREATED SOCKS





Average temperature: 35.5°C Average temperature: 30.78°C COOLIT® DIFFERENCE