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Entrepreneurs Concoct 'Cool' New Product

'Cool Off' Towelette Made From Natural Herbs, Botanicals

[Marilyn Moritz](#), KSAT 12 News Reporter

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SAN ANTONIO -- Deb Bolner Prost's hot idea for a cool new product came to her more than four years ago while sweltering on the sidelines of her daughter's field hockey and soccer games.

"Standing on the sidelines, 105 (degrees) in the shade, I never could find anything to cool off other than ice you could put on yourself or a towel you could put in ice," the soccer mom and entrepreneur said.

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Now, Cool Off, the product invented by Prost and her four business partners, has moved from Prost's Olmos Park dining room table to store shelves.

"It's so rewarding," Prost smiled. "When consumers use the product, they swoon. They're so passionate. (They say), 'Oh, my God, where has this been? I should have invented this.'"

The business behind the product is called It's 2 Cool, Ltd. Linda Caldwell said she was excited to join Prost on the product development because she, too, saw the need for a product to help consumers beat the heat, whether from a jog outside, running errands in and out of a hot car or from hot flashes.

"I had gone through multiple surgeries and chemo looking for a way to cool down naturally because of menopause," said Caldwell, a breast cancer survivor. "I could not find it anywhere."

So the kitchen chemists got to work concocting a blend of herbs and botanicals like aloe vera, lemon peel and chamomile flower.

"Several of these have cooling properties, healing properties, therapeutic properties," explained Prost, a nutritionist whose family business involves herbs and spices.

"It was almost 2 1/2 years of working together on different formulas, trying to come up with the one with the most cooling effect," Caldwell said.

The recipe, which also includes witch hazel extract, alcohol and glycerin, as well as extracts of arnica, seaweed and red clover, was then infused into a soft towelette. By swabbing the back of the neck and pulse points like the forearm and back of the knees, the women said the product alleviates body heat. They call it "the quick chill."

Prost said the essential oils are the key to prolonging the cooling effect for 20 minutes or even longer.

One towelette costs about 50 cents and are now available at HEB stores as well as Tetco stores and at CVS.com.

The entrepreneurs are hoping to roll out the product nationally as their sweat equity pays off.

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