

## CITIZENS GAZETTE,

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## New product offers a solution to Texas heat

Looking for a unique and quick way to beat the heat?

A San Antonio company has developed a nifty little packet of instant cool that has already received rave reviews from users across the State. COOL OFF™ is a new cooling towelette that uses cooling herbs, plant botanicals and essential oils to deliver instant and long-lasting relief from the heat in a convenient package.

The pre-moistened towelettes have a clean, fresh scent and the active ingredients soothe and moisturizes the skin on contact.

The towelettes are easy to use and are disposable. To get the cooling effect, users simply towel the back of the neck, inner arms or back of the knees for several seconds. The herbal infusion

penetrates the skin and builds the chill.

Users report they can feel the effects of the product for up to 20 minutes. Even as the effects wear off, consumers report that splashing some water on the skin where they originally used the towelette renews the refreshing sensations.

The one-of-a-kind product is now available at H.E.B. Food Stores and is being used by such outdoor venues as theme and entertainment parks.

The product was developed by 2 Cool, Ltd., a Women's Business Enterprise and is targeted at those who need some relief from the ever present Texas heat and those who exercise regularly or enjoy the outdoors.