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COOL OFF™ TOWELETTES DEBUT JUST IN TIME TO BEAT SUMMER HEAT
Herbal-infused product offers a new way to stay cool

SAN ANTONIO – Just in time for the long, hot summer, there's an innovative new way to keep cool when temperatures rise.

COOL OFF™ pre-moistened towelettes provide a quick, convenient way to relieve heat symptoms in any setting: while exercising, working or playing outdoors, traveling or dealing with hot flashes. The product, the only one of its kind, is now available in stores.

The towelettes are infused with natural ingredients that include cooling herbs, plant botanicals, and essential oils, all with a clean, fresh scent. The product soothes and moisturizes skin as it provides instant and long-lasting relief from the heat.

The ultra-soft towelettes come in convenient single-use packets, making it easy to keep them in purses, gym bags, backpacks, cars, golf bags, desk drawers, even pockets.

COOL OFF™ is easy to use anytime a refreshing lift is needed. Simply press a COOL OFF™ luxurious towelette on the back of the neck, inner arms, or back of the knees for several seconds to allow the herbal infusion to fully penetrate and build the chill. Also use the towelette to blot the forehead and other desired areas.

Consumers report that the COOL OFF™ chill lasts approximately 20 minutes, with some reporting effects lasting up to an hour and a half. Plus, users can reactivate the towelette's cooling properties by splashing water on the skin where COOL OFF™ was applied, renewing the refreshing sensation.

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COOL OFF™ towelettes are an ideal way to keep cool in a variety of activities: while playing or watching outdoor sports; while hiking, biking, running and other forms of exercise; getting into a hot car; while traveling; during visits to theme parks; while gardening and working in the yard; at the gym; even during hectic workdays at the office.

COOL OFF™ was created by a group of executives, including a business professional who is a soccer mom; sales, advertising and marketing professionals who are avid travelers and outdoors enthusiasts and an engineer who runs marathons. All were seeking ways to cope with uncomfortable heat, whether from long, hot summers or hot flashes. The idea for a convenient, portable cooling towelette was born. A patent is pending.

For more information on COOL OFF™ visit www.TheQuickChill.com.

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