

Heat Up? Cool Down with COOL OFF™

New, Innovative, Personal Cooling Towelette, **COOL OFF™** Now Available

With the first NYC heat wave finally behind us, let's face it, weather temperatures are only going to continue to rise and we're going to continue to sweat. However, soon that won't be a problem thanks to Duane Reade, the first NYC retailer to carry the new convenient pocket-sized, natural, personal cooling towelette **COOL OFF™**, available in stores July 9, 2010 located in the deodorant section.

Whether you're suffering from heat due to hot flashes, sports, outdoor activities, or simply the outrageously high humidity in NYC, **COOL OFF™** is what you need to renew, refresh and re-energize. The soothing and cooling effect of **COOL OFF™** makes it the perfect product to keep around the house, in the car, at work, in your sports bag and even in your jeans pocket; especially perfect for those miserable subway rides!

Thanks to five ordinary people who were in search of a convenient and natural way to relieve heat symptoms, this truly innovative product is about to take New York by storm...and make sure you never have to suffer through a heat wave again. While the patent is still pending, this promising entrepreneurial company is guaranteed to make your life more comfortable thanks to the alleviation of heat symptoms. Whether you're at the beach or your backyard, working out at the gym, playing or watching a sport, going for a hike, or trying to live through the side effects of menopause, **COOL OFF™** is there to guarantee your personal comfort.

Infused with a clean-scented formulation of natural ingredients that include cooling herbs, plant botanicals, and essential oils, these towelettes have been well received by consumers in focus groups around the nation. Anytime a quick cool down is needed, the immediate cooling effect of **COOL OFF™** lasts past the time the towelette is removed and gives a totally relaxed sensation to whichever part of the body you chose to cool off.

Now when you visit any of the convenient Duane Reade locations, get ready to wipe on and **COOL OFF™**! Look for **COOL OFF™** in the Deodorant aisle at Duane Reade.