

SA entrepreneurs marketing a new way to beat the heat



Credit: Wendy Rigby / KENS 5

This packet contains a moist towelette designed to cool off the skin by Wendy Rigby / KENS 5

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Some San Antonio entrepreneurs hope a cool new product is going to be really hot. It's a towelette designed to refresh you when you feel overheated.

Cool Off is billed as an innovative way to keep cool when temperatures rise. Some San Antonio friends have teamed together to launch the new product. A small package holds a 6" by 6" towelette infused with natural herbs and botanicals to instantly cool your skin with a lasting effect.

"It was something that we recognized. There was a gap in the market," explained Linda Caldwell, one of the Cool Off partners. "There was a need for a way that you could cool down quickly and conveniently. We were looking for something that was portable."

The brains behind Cool Off say they know one key to success is to make it affordable. One of these towelettes will cost between 44 cents and 69 cents, depending on how many you buy.

All of the ingredients are natural. "Consumers want natural products today," commented Cool Off partner Deb Bolner Prost. "So we made it a point to find those herbs and botanicals that were all natural and organic."

The idea is that people will keep the packets of Cool Off in their purse, their gym bag, their pocket, anywhere nearby so they can use it conveniently.

These women are hoping their idea will have universal appeal. "You can be working out. You could have been running a marathon, out on the soccer field with your kids, menopause, those wicked hot flashes," said Caldwell. "All of those things. When you use Cool Off it really works."

As part of the launch of the product, HEB has team up with Cool Off to distribute 20,000 packets at the May 1, 2010 Komen Race for the Cure in downtown San Antonio.

Cool off will be available on the CVS and Amazon websites. It will also sell at 35 retailers, including Tetco stores and HEB.