



It's²Cool Ltd

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Menopause The Musical® audiences can tame hot flashes with COOL OFF™
Free samples of new all-natural towelettes to be offered at the Houston show

Just in time for the touring show, Menopause The Musical®, to hit town June 15-27 there's an innovative new way for menopausal women to keep cool when hot flashes hit. The creators of COOL OFF™ towelettes and the producers of Menopause The Musical® have teamed up to offer free COOL OFF™ samples to the show's audiences.

An estimated 85 percent of all women in the U.S. experience hot flashes to some degree as they approach menopause and for a year or two after their period stops. Between 20 and 50 percent continue to have them for several years. For many of these women, hot flashes come on with a wave of intense and debilitating heat, flushing their skin red, causing their heartbeat to race, and leaving them drenched in sweat.

The brand-new COOL OFF™ pre-moistened towelettes provide quick and lasting relief from hot flashes associated with “the change of life.” Each towelette is infused with natural ingredients that include cooling herbs, plant botanicals and essential oils to effectively alleviate the intense and uncomfortable hot flash symptoms . The product is now available in HEB and TETCO stores throughout Texas as well as at CVS.com and Amazon.com.

“Menopause The Musical® is the perfect venue for COOL OFF™ to make its debut in Dallas,” said Deb Prost, one of the partners of It’s 2 Cool, Ltd. “The show’s unique ability to bring the topics of aging and menopause to the forefront is consistent with our commitment to offering women a new, natural solution for dealing with hot flashes effectively.”

COOL OFF™ was developed by a group of women entrepreneurs who all have experienced firsthand the discomfort and inconvenience of hot flashes. The ultra-soft towelettes come in convenient single-use packets, making it easy to keep them in purses, cars, desk drawers, even pockets – so they are at the ready when hot flashes strike.

“When I went through menopause, I honestly wondered how I was going to survive the terrible hot flashes I experienced,” said Prost. There was really nothing on the market that alleviated the misery, so we developed COOL OFF™ as an effective and convenient solution. We combined ingredients that have natural cooling elements such as witch hazel extract, aloe vera, lemon peel, fennel, tea tree oil and white tea leaf.”

About Menopause The Musical®:

Menopause The Musical®, written by Jeanie Linders and produced by South Florida-based G Four Productions, has entertained and inspired millions of women across the country and internationally since it debuted in a 76-seat perfume shop in 2001. Set in a department store, where four women with seemingly nothing in common but a black lace bra meet by chance at a lingerie sale. The cast laughs at their woeful hot flashes, forgetfulness, mood swings, wrinkles, night sweats and chocolate binges. A sisterhood is created between these diverse women as they realize that menopause is no longer *The Silent Passage!* It is a stage in every woman’s life that is perfectly normal! *Menopause The Musical®* has entertained

audiences across the country in more than 250 cities and in a total of 14 countries.

About COOL OFF™ and It's 2 Cool, Ltd:

It's 2 Cool, Ltd is a Women's Business Enterprise that manufactures and markets COOL OFF™, an innovative, convenient and disposable moist cooling towelette. COOL OFF™ was developed by a group of entrepreneurs, all with active lifestyles, who were all looking for ways to beat the heat whether it was weather related, from exercise, travel or those wicked hot flashes. COOL OFF™ pre-moistened towelettes are ideal for taming hot flashes – or for anyone seeking relief from the heat. The product is now available in HEB and TETCO stores throughout Texas as well as at Amazon.com and CVS.com.

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Event Details:

What: Menopause The Musical®

When: June 15-27, 2010

Time: 8 p.m. Tuesday-Saturdays, 2 p.m. Saturday-Sundays, 5:30 p.m. Sundays

**Where: Hobby Center for the Performing Arts
800 Bagby Street**