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## South Texas firm offers new way to stay cool

By ISABEL OWEN

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Blanca Zapata fans herself with a paper napkin at the Brownsville Coffee Shop #1 on a recent hot June morning and talked about old family remedies on finding ways to stay cool.

"We don't have an air conditioner at home, so I spend my days visiting friends who have a cooler place than I do," she said, with a bead of sweat dripping from her temples. "My daughter goes out and buys rubbing alcohol, puts it on a hand towel and places it around her neck. Then she stands in front of a fan to feel the cool effect."

While this remedy gives her daughter instant relief, it leaves her skin dry, burned and irritated. Zapata then tried a new product called COOL OFF -- a pre-moistened cooling towelette -- designed to provide instant relief from the summer heat, and felt renewed, refreshed and re-energized.

"Wow, this feels good," said Zapata, as she rubbed the soft towelette on her temples and the back of her neck and arms. "I can see how this product can even help me with my hot flashes"

COOL OFF 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.

South Texas temperatures topped 100 degrees on a whopping 59 days in 2009, so it's no surprise that the National Weather Service lists heat as the number one cause of weather-related fatalities each year.

Finding ways to stay cool during the hot summer months is a must. Health officials recommend staying indoors in an air-conditioned room, or cooling off in a swimming pool and drink plenty of water to stave off a heat stroke.

For Zapata, the cooling effects of COOL OFF lasted about 45 minutes, unlike the rubbing alcohol that lasts a few seconds. COOL OFF is also affordable costing less than 50 cents per packet and can be found at any H-E-B store in the Valley, next to the rubbing alcohol. In addition, the towelette will reactivate when water is applied.

On her recent trip to the Rio Grande Valley, Beverly Bolner, one of the creators of COOL OFF™, was astonished by the humid heat the Valley is known for.

"It's unbelievable how hot and humid it gets down here in the Valley," said Bolner, who graduated from Texas A&M University in College Station with a degree in Food Science. "I couldn't have selected better ingredients to help Valley residents stay cool. I'm glad I brought a few packages along on my trip."

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