

# KEEP YOUR COOL PROPEL YOURSELF



ADVANCED MOISTURE  
MANAGEMENT



MAXIMUM  
COMFORT

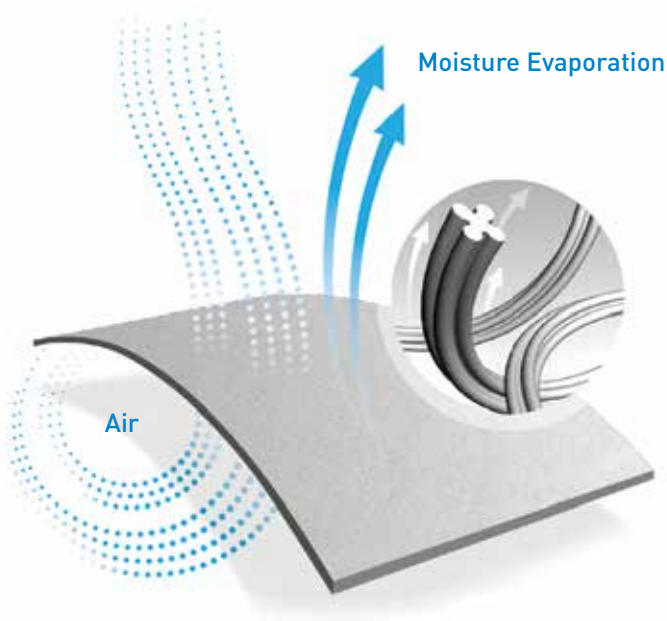


SUPERIOR AIR  
PERMEABILITY



# INTRODUCING ONE COOL FABRIC.

COOLMAX® AIR fabrics are the new, high performance fibers engineered to maximize consumer comfort with superior moisture management performance, breathability and faster drying times to help the wearer perform at their best.



## The Propulsion of Fiber Shape Technology

COOLMAX® AIR fibers are engineered with a patented “propeller” shape able to produce fabrics with excellent moisture management. This performance is accomplished thanks to the fiber’s patented cross-section as well as fabric construction and finishing that results in outstanding AIR PERMEABILITY.

## How the COOLMAX® AIR Moisture Management System Works

COOLMAX® AIR fiber technology actively draws moisture away from the skin’s surface, dispersing it so that it can evaporate rapidly, thus keeping you feeling cool and dry.

This is accomplished through the propeller cross-section. The wicking channels within the fiber and between fiber yarns quickly move sweat to the surface of the garment where it is evaporated.

In addition, the high air permeability results in the exchange of the microclimate, adding the potential for additional cooling.

## Display the Difference COOLMAX® AIR Hangtag



The COOLMAX® AIR hangtag provides a powerful visual identity and the unique consumer selling propositions are captured right on the label.

To learn more about COOLMAX® AIR fabric, contact your INVISTA marketing account manager.

