

Headsweats Teams With Icefil Technology to Introduce Elite Line of Athletic Headwear

Headsweats, online retailer of athletic headwear, has teamed their popular line of hats with Icefil® Technology which works to remove sweat from the skin and create a cooling sensation. Headsweats is offering Icefil® Technology in their Elite line, which includes two of their most popular styles of headwear.

Headsweats has announced they'll be adding a new line to their popular line of athletic headwear, the Elite line. This time the company is teaming up with Icefil® technology in order to create headwear that quickly wicks away sweat and creates a cooling sensation on athletes' skin.

"We're excited to bring this line to our customers just as temperatures really start to heat up across the country," said Headsweats founder Alan Romick. "This is the line that serious athletes want to be wearing when performing in the hot summer sun."

Headsweats headgear is already well known in the athletic community for their superior performance in keeping sweat at bay while running, biking, or playing on the field or court. The company believes that pairing their hats with Icefil® brings the quality of their products to a higher level.

Icefil® uses three different methods to keep skin cool: first, it blocks infrared rays from the sun; next, the materials pull moisture away from skin and helps it evaporate quickly; and finally, it uses a special Xylitol yarn that interacts with moisture to create a cooling sensation on the skin.

Headsweats has introduced two of their most popular styles with the Icefil® technology. The beanie style retails for \$25, while the headband style is \$20. Both are available on their website and qualify for the company's \$5 flat rate shipping offer.

"We can't wait to hear from athletes how our Elite line is working for them," said Romick. "We think people are going to be amazed at how effectively their heads are cooled in even the hottest temperatures."

You can check out the company's Elite line and place an order on their website, www.headsweats.com.

About Headsweats

Headsweats was founded in 1998 after avid cyclist Alan Romick got frustrated with the perils of heavy sweat blindness. He set out to develop headgear that would meet his needs while riding, and with feedback from the cycling community, he developed his first hat and released it in four colors. The hat was a success with athletes around the world, and today the company has over a dozen different products in 140 different colors and styles. Check them all out at www.headsweats.com.