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Headsweats Expands With A New Active Performance Headband Collection

Cincinnati, OH – September 24th, 2015 – With a dedication to expanding their women’s-specific offerings, Headsweats is excited to announce the debut of its performance headband collection. The world leader in performance headwear will offer the [Active Performance Bands](#) in a variety of colors and patterns giving female runners and athletes an array of stylish options for training, racing and everyday wear.



“The overwhelming positive response to our Women’s Collection debut encouraged us to add even more stylish headwear options for our female athletes,” says Mike McQueeney, Headsweats President. “The new Active Performance Bands offer a fun alternative to a hat or visor that will still effectively wick away moisture.”

The Active Performance Bands will be available in two different styles and thicknesses. The 1-inch wide [Energy Band](#) features Eventure Stretch with a velvet lining, and is available in 12 different colors and patterns. The 3-inch wide [Endurance Band](#) features a single layer of Headsweats’ proprietary Eventure Stretch fabric, and will be available in Black, White and 4 sublimated print options. Retailers can purchase the Active Performance Bands in pre-packs of 6 or 12, with the unique option to reorder top-selling patterns or styles for their store in singles. MSRP: \$15/band.

For more information on the Active Performance Bands, e-mail Angie Houck at angie@darbycommunications.com or visit www.headsweats.com.



About Headsweats

Headsweats is the leader in ultra-light, supremely wicking headwear that dominates the triathlon, cycling, running and endurance markets. For over 17 years, Headsweats has established itself as the frontrunner in technical headwear by combining the spirit of innovation, unsurpassed customer service and well-developed partnerships with high profile events and brands such as Tour de France, US Military Endurance Sports, Loudmouth, Challenged Athletes Foundation and Team Red, White and Blue. With a dedication

to seeking out and using innovative materials and designs, Headsweats makes the highest quality headwear in the industry. Keep a cool head. www.headsweats.com.