

Contact: Jen Burn, Backbone Media
Phone: 970-963-4873 ext. 145
Email: jen.burn@backbonemedia.net



Headsweats Masks Up with New Reversible and Sustainable Styles

Company donates 1,000 masks to front line workers

BOULDER, Colo. (July 16, 2020) – [Headsweats](#), the leader in high performance apparel and headwear, has expanded its line of non-medical face masks to include reversible masks, petite masks and sustainable REPVEVE masks made from recycled plastic water bottles. Eco-friendly Ultra Bands are now also available for multipurpose use as a facemask or headband.

Driven by a long-lived commitment to giving back, Headsweats donated the first round of 1,000 reversible, non-medical face masks to the Grassroots Aid Partnership as part of their buy one, give one initiative. The donated masks will be given to frontline workers at Grassroots Aid Partnership who provide hot meals to communities that have been affected by the COVID-19 pandemic.

“We are humbled and thankful on a daily basis for the frontline workers and want to offer a helping hand the best way we know how,” said Mike McQueeney, President of Headsweats. “At the end of the day, we prioritize our work helping others and helping the environment right along with producing quality headwear, apparel and masks. We moved fast to make our first round of masks available as soon as possible and now we’re excited to grow the line with more custom options including the smaller masks.”

The new reversible facemasks are triple layered, machine washable and have moisture-wicking properties for comfort. The reversible masks feature two straps and a contoured fit for different face sizes. The new smaller masks are also triple layered, moisture wicking, breathable and machine washable. In addition, custom masks are available in the triple layer fabric and recycled REPVEVE fabric to complement the line of recycled REPVEVE apparel Headsweats launched in 2019.

The [ECO Ultra Band](#) offers functionality and versatility similar to the current standard Ultra Band, but is comprised of 95 percent REPVEVE fabric. Made in a full stretch tubular construction with a flexible design, the ECO Ultra Band can be fashioned into a headband, wristband, face mask, neck warmer, under the helmet cap and more.

All masks and Ultra Bands are available online for custom orders, with discounts offered for bulk orders of in-stock products. For more information visit www.headsweats.com.

###

About Headsweats

Considered the “secret weapon” for athletes and active lifestyle enthusiasts, Headsweats is recognized as the world leader in ultra-light, supremely wicking headwear and athletic apparel. A variety of high-quality performance products made of REPVE® recycled fibers are now available online and for customization. Whether you’re looking for headwear or apparel we’ve got you covered – all backed by an unconditional warranty. With the ability to create unique and custom headwear and apparel that is eco-friendly, Headsweats is sought-after to help personalize apparel and optimize performance whether training at the gym, hiking the trails, pounding the pavement or celebrating on the podium. For more information visit Headsweats.com