**Beat the Heat**

**BEAT THE HEAT™ -- the seal of quality for superior cooling sportswear**

**If you have worked out in hot conditions, you already know this fact: Warm temperatures reduce your athletic performance. BEAT THE HEAT™ from Craft Sportswear is designed to take this fact and turn it into your advantage.**

Having studied elite athletes closely in labs and in the field, Craft knows a lot about the negative impact of overheating on performance. The winners' finish times at the New York Marathon, for example, tend to vary with the rise and fall of the mercury. If it's hot outside, the times increase. When it's cool, the winners usually speed things up a notch.

Using this knowledge Craft has become an expert in designing sportswear for warm conditions. This expertise has now resulted in BEAT THE HEAT™, a concept built on the three cornerstones of cooling sportswear:

1) Cooling fabric

2) Efficient ventilation

3) High UPF

**A six-lane moisture superhighway**

Thin and lightweight micro polyester with 6-channeled fibers is the signature component of BEAT THE HEAT™. The 6-channeled fiber design ensures that moisture can move rapidly from the skin to the outside of the garment, keeping you cool and comfortable during intense workouts in warm temperatures.

**Fresh air is key to a cool experience**

Intense exercise in hot conditions usually results in huge amount of excess heat and sweat, which could lead to overheating and weakened performance. Featuring bodymapped mesh panels, BEAT THE HEAT™ products enhance the ventilation to ensure you always perform with optimal body temperature.

**Sunlight has never been this good**

Working out in hot conditions usually means being exposed to strong, harmful sunlight. Craft’s cooling sportswear therefore comes with a solid Ultraviolet Protection Factor. At least 50.

**A seal of quality**

BEAT THE HEAT™ is a seal of quality used for selected products that adhere to Craft’s highest standards of cooling. Products that carry this label – Focus Cool Tee, Focus Mesh Tee and Devotion Tee, for example – offer superior cooling, allowing you to beat the heat as well as maximize your chances to beat the competition.

FOR MORE INFORMATION PLEASE VISIT WWW.CRAFTSPORTSWEAR.COM

*Craft is a Swedish brand specializing in clothing for endurance sports where performance and comfort are crucial for optimal result. Working closely with elite athletes and constantly developing new materials and technical solutions, Craft offers cutting-edge training and competition apparel.*