

## **Cooling Vests to Protect Football Players from the Heat**

*Arctic Heat Cooling Vests are available to help prevent heat related illness during preseason football practice.*

(PRWEB) August 3, 2005 -- It is August. It is summer. It is hot, and it is kick-off time across the country as pre-season football practice begins. Players will expect to get hot and sweaty, as their coaches attempt to whip them into shape. However a combination of hot/humid weather, tough conditioning drills and players unaccustomed to practicing in the heat, can make August a deadly and dangerous month.

Despite all the warnings, the National Center for Catastrophic Sport Injury Research reports that 24 football players (19 high school, 3 college and 2 professional) have died from heatstroke since 1995.

The main problem associated with exercising in the hot weather is the water loss through sweating. However drinking water is simply not enough. In extremely hot weather the body will sweat at a rate faster than water can be absorbed into the system. So how can we reduce the amount of sweating, while at the same time help the body to regulate its core body temperature?

The answer is the Arctic Heat Body Cooling Vest. A lightweight cool vest which will not only help to protect athletes from heat related illness, but it will also allow athletes to work harder for longer.

The Arctic Heat cooling vest was originally developed for football players in Australia and it now used by International teams in every other major football code in the world. Rugby League, Rugby Union, Soccer and Australian Rules Football all use the cooling vest to protect their athletes and to improve their performance. It was also used at the Athens Olympics by all the major sporting countries, including many of the USA teams. The military in Iraq are even using the Arctic Heat cooling vests.

“The Arctic Heat Cooling Vest, designed for football, will legally improve performance and will also help protect an athlete’s health,” said Dr John Surie, President of Arctic Heat USA.

The ice cold cooling vest can be worn underneath playing uniforms, it can be used as a pre-cooling device before conditioning drills, and it can be used as a recovery tool in between or after sessions.

Yet enquiries from local football teams have so far been limited. “There seems to be a different mentality in football that you have to run players hard and make them sweat, in order to toughen them up. We believe it is better to cool down and fire up athletes. Most other sporting codes in the world now agree with us,” said Dean Sainsbury from the Arctic Heat company.

Arctic Heat has also developed a range of unique cooling blankets and cooling caps which can be used to immediately treat players who have overheated. “The cooling caps can be used during a game to cool players down. When they come to the bench they can remove their helmets, put the cool cap on, and cool down,” said Dr Surie.

The lightweight Arctic Heat Cooling Vest uses a two stage cooling process. The vests contain a gel-like substance that can be frozen or chilled. The cooling vests are manufactured using Woolmark's Sportwool, a special body cooling fabric which incorporates Vapor Management Technology, helping to wick moisture away from the skin, allowing the user to keep dry.



The Arctic Heat body cooling vest which is suitable for industrial, medical and sporting applications, retails for \$174.95, and can be purchased online through the Arctic Heat USA website [www.arcticheatusa.com](http://www.arcticheatusa.com). Discounts apply for school sporting teams.

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