



Cooling Vests to Counter Summer's Heat

Arctic Heat Cooling Vests to counter Heat Intolerance, prevent Heat Stress and gain an Edge on the Competition.

([PRWEB](#)) June 17, 2010 -- Summer's long hot days and humid nights will soon be here, a time to get outdoors and enjoy the warm weather. However the Summer heat can take its toll on many, resulting in heat stress, heat intolerance and reduced athletic performance. A cool life changing solution is now available.

Many people who suffer from Multiple Sclerosis (MS) are heat intolerant and in Summer their MS symptoms can flare up. Air-conditioning soon becomes their best friend.

Many workers are at risk of heat stress as they work in excessively hot conditions, inside protective suits, in factories or simple standing out under the hot Summer sun.

Athletes competing or training outdoors can see their performances suffer when temperatures rise above 90F. Their blood drains away from their working muscles and heads towards their skin, as the sweating mechanism attempts to cool the body down and protect them from heat exhaustion.

However there is a simple but effective product which is transforming lives. The [lightweight Arctic Heat Cool vest](#) is fast becoming Summer's must have item, helping many to counter the heat. The [cool vest](#) available in blue or white is low profile and form fitting to the body, weighs approximately two pounds and is readily available in sizes from Extra-Small through to 5XL.

“Our Arctic Heat cooling vest allows people with MS to enjoy Summer again, allowing them to continue gardening, attend that July outdoor Wedding, or even go on that Caribbean cruise.” says Dr John Surie, President of Arctic Heat USA. “Outdoor workers who use the cooling vest to counter the heat are not only protecting themselves against heat stress, they can normally work harder.”

The ice cold vests sold by Arctic Heat USA allows athletes to train harder for longer, thus gaining an edge over the competition. Sports science has shown that by pre-cooling the body the effects of overheating can be delayed, thus providing a significant gain in performance. This means that pre-cooled competitors will sweat less, their heart rates are lower, and more energy can be directed towards producing personal bests rather than trying to keep the body cool.

The Arctic Heat [cooling vest](#) has been worn by athletes in sports at all levels from the local junior girls soccer tournament in Texas through to the Olympics, the Tour de France, [Formula One Grand Prix](#) and World Cup Soccer. “Every athlete wants to be able to perform at their peak and every worker wants to stay safe, and our Arctic Heat cool vest helps them to achieve that,” said Dr Surie.

The lightweight Arctic Heat Cooling vest works using a two stage cooling process. The vests contain a gel-like substance that can be frozen or chilled, and will maintain that temperature for up to 2 hours. The Arctic Heat body



cooling vest which is suitable for industrial, medical and sporting applications is available [online for \\$189.95](#)

For more information visit <http://www.arcticheatusa.com> or <http://www.facebook.com/ArcticHeatUSA>

###



Contact Information

Dean Sainsbury

Arctic Heat USA

<http://www.arcticheatusa.com>

201 8290026

<http://www.facebook.com/ArcticHeatUSA>

Online Web 2.0 Version

You can read the online version of this press release [here](#).

PRWebPodcast Available

[Listen to Podcast MP3](#) [Listen to Podcast iTunes](#) [Listen to Podcast OGG](#)