

**UTILITY
PATENT
PENDING**



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**PROP 65
COMPLIANT**



ARCTIC COOL®

INSTANT COOLING SHIRT

POWERED BY

HYDROFREEZE™
TECHNOLOGY

WHAT IF YOU COULD TRAIN HARDER? GO FARTHER?

The Arctic Cool® Instant Cooling Shirt pushes you beyond what you thought was possible. As soon as you start to sweat, the patent-pending HydroFreeze™ Technology goes to work, absorbing and recycling moisture to keep you cooler, longer.

Just as the sweat-wicking, synthetic shirt surpassed the old cotton T, Arctic Cool is the next evolution in athletic apparel.

WHY A COOLING SHIRT?

KEEP ACTIVE.

The relaxed, athletic design allows for full range of motion without weighing you down.

KEEP COOL.

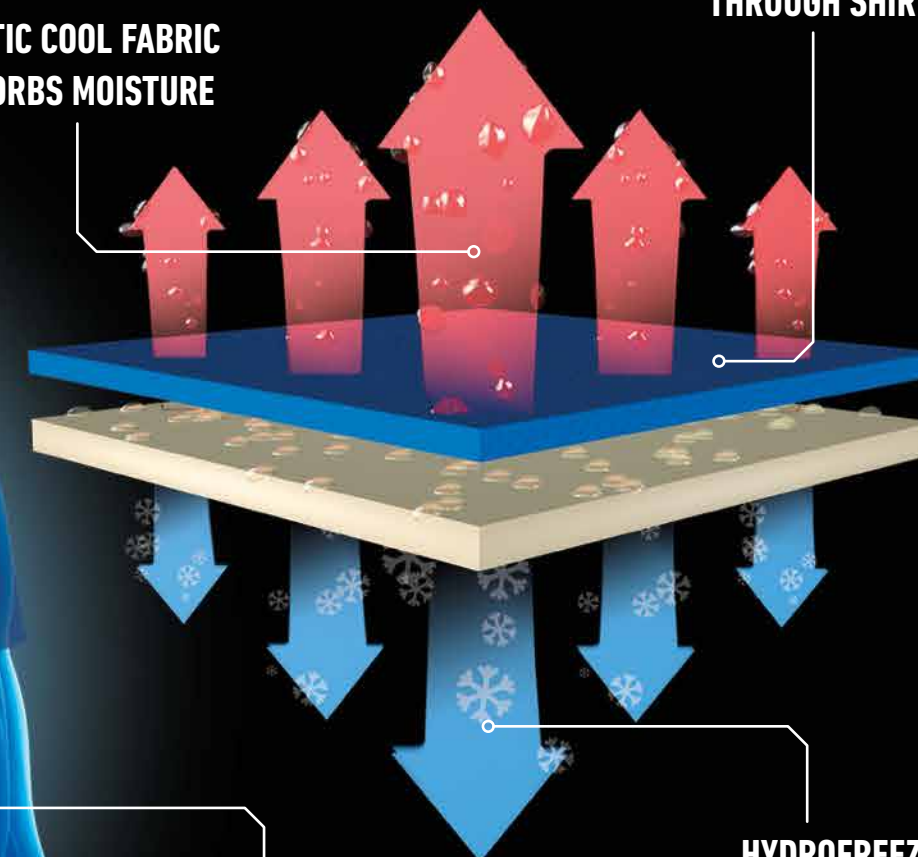
The cooling effect begins as soon as you start to sweat and keeps working as long as you do.



HOW DOES IT WORK?

1 ARCTIC COOL FABRIC
ABSORBS MOISTURE

MOISTURE CIRCULATES
THROUGH SHIRT **2**



4 FABRIC KEEPS
YOU COOL

HYDROFREEZE
COOLING ACTIVATES **3**

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HYDROFREEZE™ T E C H N O L O G Y

POWERED BY YOU

HydroFreeze™ Technology is a revolutionary cooling management system that uses your own perspiration to keep you cool. HydroFreeze actually moves moisture away from the skin and circulates it through the fabric, where it lowers the temperature of the shirt, so you stay cooler, longer. The harder you train, the harder it works.

The Arctic Cool Instant Cooling Shirt powered by HydroFreeze will not only help you keep active, it's guaranteed to keep you cool. If you are not completely satisfied, we will replace the shirt or refund your purchase price. Details at arcticcool.com/guaranteed-satisfaction.



MEN'S SHORT SLEEVE CREW

Made with a polyester/spandex blend and a relaxed, athletic fit for maximum movement, the HydroFreeze powered, Arctic Cool crew is perfect for the gym and beyond.



POLAR BLUE



COOL BLACK



ARCTIC WHITE



STORM GREY



SUNRISE ORANGE



BLIZZARD BLUE



MIDNIGHT BLUE



INFRA RED



BUFF YELLOW



PINK DIAMOND



ULTRA GREEN



GAMMA GREEN



POWER FUSCHIA



ROYAL PURPLE



MEN'S POLO SHIRT

With a relaxed, athletic fit, patent-pending HydroFreeze Technology, and 14 colors to choose from, the Arctic Cool polo will keep you cool and comfortable no matter where you go this summer.



POLAR BLUE



COOL BLACK



ARCTIC WHITE



STORM GREY



SUNRISE ORANGE



BLIZZARD BLUE



MIDNIGHT BLUE



INFRA RED



BUFF YELLOW



PINK DIAMOND



ULTRA GREEN



GAMMA GREEN



POWER FUSCHIA



ROYAL PURPLE





INNOVATION



TECHNOLOGY



DURABILITY



PASSION



ARCTIC COOL



The old cotton T-shirt, bulky and uncomfortable, was king for too long. Today, the wicking shirt is the standard. The Arctic Cool Instant Cooling Shirt is the next step in the evolution of athletic apparel.

Arctic Cool is powered by HydroFreeze, a patent-pending, fiber-based, cooling management system. HydroFreeze moves moisture away from the skin and lowers the temperature of the fabric so you can keep active and keep cool.

Just like you, the Arctic Cool Instant Cooling Shirt doesn't quit. It's anti-microbial, machine washable, maintains its cooling properties, and is built to last. Give it your worst, and Arctic Cool will push you to your best.

Nothing great is done without it. At Arctic Cool, we believe that the power of technology combined with the will of the human spirit can help everyone to train harder, go farther, and reach his maximum potential.

The Arctic Cool Instant Cooling Shirt is not just another athletic shirt. It's a revolution in wearable cooling technology. As soon as you start to sweat, it goes to work. You'll literally feel the difference every time you wear it.

