

# > Fact Sheet



## > Introduction

Coolmax® has long been the number one fabric for keeping wearers cool, dry and comfortable. Around the world athletes of all ages, sizes and capabilities wear Coolmax® to enhance their pleasure and comfort, whilst maintaining the peak of their performance. Increasingly Coolmax® is entering the mainstream of clothing as fashion becomes ever closer related to sportswear, so people can enjoy the benefit of Coolmax® whatever the occasion.

And now Coolmax® comes with a new benefit. Freshness.

So that today, not only does Coolmax® keep you cool and comfortable, it helps keep you fresh and feeling good whatever you're doing.

## > How does it work?

For centuries, silver has long been recognised for its purification qualities. As far back as ancient Egypt and early Roman civilisations silver was a valuable and natural source of cleanliness. Modern medicine has adopted much of this knowledge and uses silver in a wide variety of applications.

By incorporating a silver-based additive to Coolmax®, ADVANSA can offer freshness too, as Coolmax® freshFX™.

## > Effectiveness & Mechanism of Action

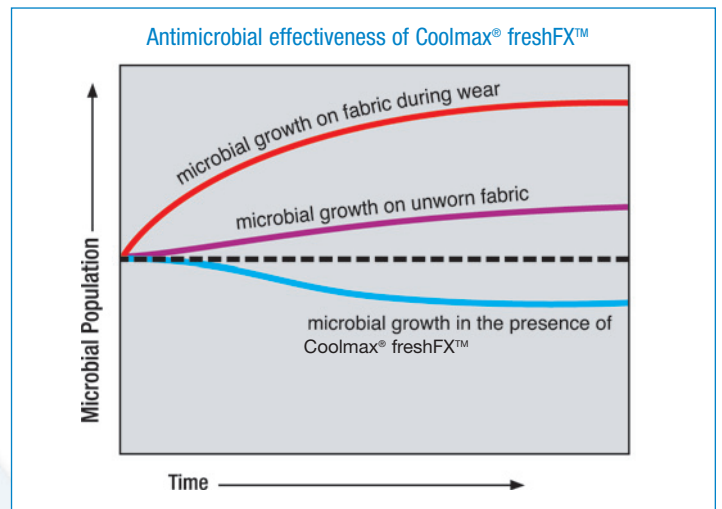
The active ingredient in Coolmax® freshFX™ qualified fibres is a durable non-migratory silver-based antimicrobial additive. This additive has been proven to be highly effective in the laboratory against a wide range of microorganisms, including bacteria, fungi and algae.

Moisture is allowed to pass through the fabric



Air is allowed to pass through the fabric but microbes are prevented by the freshness shield

When incorporated into approved materials, such as Coolmax® freshFX™ qualified polyester staple and filament, it has been shown to impart bacteriostatic, fungistatic and algistatic properties to the material and to articles, such as garments, containing the approved material.



The mechanism of action involves the slow release of silver ions from its inorganic cage matrix through ion exchange. The silver ions can then interact with microbes to disrupt their cellular functions, thereby inhibiting the growth of the microbial colonies. Microbes can feed off the components in human sweat and body oil, resulting in odorous byproducts. The silver-based additive effectively suppresses the generation of the odorous byproducts by inhibiting microbial growth on the fabric.

## > Expected Degree of Wash Durability to Laundering Conditions

The active ingredient is spun directly into the yarn, rather than being topically applied, and an inorganic cage matrix protects it. Therefore it can be expected to remain effective for the life of the garment even after repeated laundering.

So don't just settle for cool, dry, focused and comfortable, feel fresh as well with Coolmax® freshFX™.



## > Coolmax® freshFX™ Garments: Guidelines for developing Marketing Copy

### > Marketing Coolmax® with freshFX™ as a Freshness Benefit

For centuries, silver has been widely recognized for its purification abilities. From ancient Egypt and early Rome to modern medicine, silver has offered a natural approach to freshness. Fabrics certified as Coolmax® freshFX™ contain polyester staple or filament yarns from ADVANSA that have a silver additive spun-in.

Some suggested copy points are given below :

- This Coolmax® freshFX™ garment contains technology, designed to keep your clothing smelling fresh and clean longer.
- This Coolmax® freshFX™ garment contains technology designed to keep you feeling confident, and smelling fresh longer.
- This Coolmax® freshFX™ garment contains technology specially designed to help your clothes resist odours.
- This Coolmax® freshFX™ garment is designed to provide you with long-lasting freshness and confidence.
- This garment is made from Coolmax® freshFX™ fabric to keep you cool and dry, and to help prevent odours.

### > Specific Marketing Language

It is essential to understand the types of statements that can be made on marketing materials, in order to be consistent with any local regulations regarding the marketing of textile articles that have been treated with or incorporate antimicrobial agents.

The antimicrobial agents for use in, or on, textiles generally require proper registration with the relevant local regulatory agencies, but the textile articles containing the properly registered antimicrobial agents generally do not need their own registration, as long as the guidelines are followed with regard to the specific marketing language used in connection with the textile article.

The *Biocidal Products Directive (BPD) 98/8/EC from the European Parliament and the Council of 16 February 1998 Concerning the Placement of Biocidal Products on the Market and its accompanying Manual of Decisions*, provides guidance for the authorization of the use of antimicrobials in the European Community Member States.

Other countries may have similar guidelines, please check with your local authorities.

