COOLMAX®

THERMOLITE®





# COOLMAX® Core Technology

Fabrics with COOLMAX® CORE technology help keep wearers cool and dry, making them the perfect option for a summer jean. Specially engineered cross-sections move moisture away from the body, pulling it to outside of the fabric where it can dry quickly. Open fabric constructions provide breathability for a cool, comfortable wear experience.

| ATTRIBUTES | KEY BENEFITS |
|---|---|
| Moves moisture away from the skin | Helps keep you comfortable |
| Breathable fabrics allow air to flow through | Stay cooler |
| Certified fabrics* | Trusted performance, assurance of transparency & safety |

ELIGIBLE HANGTAG




*A complete, up-to-date list of our current certifications can be found on our website at connect.lycra.com/sustainability

# COOLMAX® EcoMade Technology

COOLMAX® EcoMade technology provides all the benefits of COOLMAX® core fabrics, but with lower environmental impact. That's because COOLMAX® EcoMade fiber is made with 97% recycled PET. The EcoMade technology can also be applied to COOLMAX® All Season and COOLMAX® Natural Touch fabrics.

## HOW IT'S DONE

Plastic bottles are collected, cleaned, ground up into flakes, and made into chips, which are then spun into fiber and yarn, and finally, woven into your apparel. So you can have the same performance you've come to know from the COOLMAX® brand, and help the environment. Good for the planet and good for business.

ELIGIBLE BRANDING




COOLMAX® EcoMade

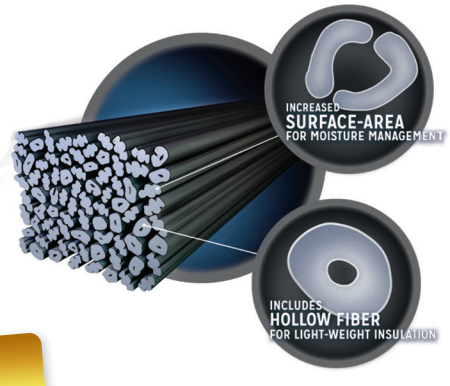
# COOLMAX® All Season Technology

COOLMAX® All Season technology combines special cross-sections to keep you cool and dry on warm days, while hollow core fibers provide warmth when the temperature drops. As a result, you can feel comfortable in your jeans under a variety of different conditions. With year-round comfort, jeans with COOLMAX® All Season technology provide the versatility you need to keep you in your comfort zone.

### HOW IT'S DONE

Contains fibers with a channeling surface to move moisture away from the body when the wearer is hot and fibers with a hollow core to provide insulation for added comfort on colder days.

Fiber cross-section for illustrative purpose only. Shape and content may vary.




### ELIGIBLE HANGTAG

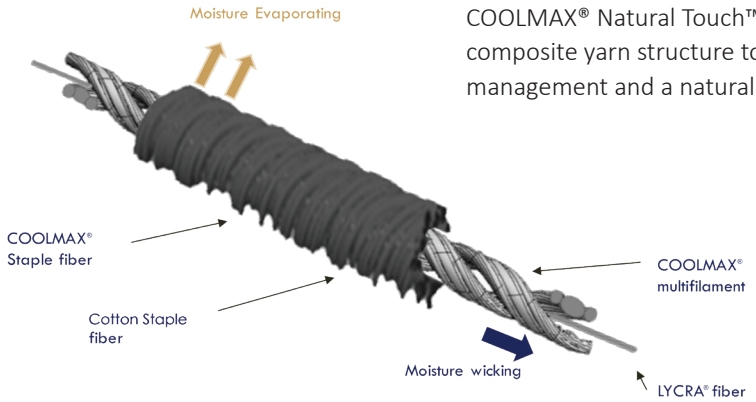



# COOLMAX® Natural Touch™ Technology

COOLMAX® Natural Touch™ technology's patented composite yarn structure delivers a unique combination of moisture management, natural fabric appearance and touch, and ease in garment production.

| ATTRIBUTES | KEY BENEFITS |
|---|---|
| Two COOLMAX® fibers for enhanced moisture management | Keeps you cool and dry |
| Cotton blend on the fabric surface | Natural touch and appearance |
| LYCRA® fiber for freedom of movement | Comfortable to wear |
| Dual core structure minimizes risk of seam slippage | Ease in garment production |

### HOW IT'S DONE




COOLMAX® Natural Touch™ technology uses a patented composite yarn structure to deliver enhanced moisture management and a natural appearance and hand.

The COOLMAX® filament inside the yarn moves moisture away from the body, while the staple fiber moves it to the surface for quick evaporation.

The cotton blend on the fabric surface allows for quick absorption and gives an authentic appearance and soft touch.



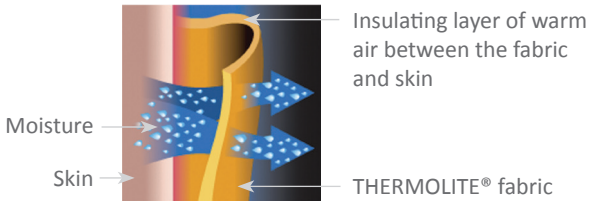
# THERMOLITE® Core Technology

Denim with THERMOLITE® CORE technology helps keep wearers warm by providing insulative properties. Originally designed to mimic the structure of polar bear fur, these fibers have a hollow core that traps air for added warmth.

| ATTRIBUTES | KEY BENEFITS |
|---|---|
| Traps the heat | Stay warm and dry |
| Moves moisture away from the skin | |

### HOW IT'S DONE

Hollow core fibers trap air, provide insulation and wick moisture to the outside of the fabric where it can dry quickly.




### ELIGIBLE HANGTAG



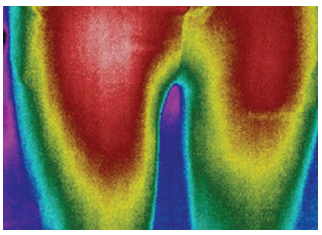

# THERMOLITE® INFRARED Technology

| ATTRIBUTES | KEY BENEFITS |
|---|---|
| Raises the temperature of your garment when exposed to infrared light | Helps you feel warm in cold conditions |
| Unique aesthetics | Interesting design possibilities |
| Does not wash off | Performance you can count on |
| Fabric certification | Helps ensure consistent high performance |

### HOW IT'S DONE

Special ceramic pigments are added into the fiber which transfer the energy of infrared rays into heat the body can feel.





Under infrared light, the left leg of the jean with THERMOLITE® INFRARED technology shows higher thermal distribution and 2° C higher temperature than the right leg with traditional denim.

COOLMAX® and THERMOLITE® are trademarks of The LYCRA Company. © 2019 The LYCRA Company. 0016-LC-NA