

COMFORT THAT **KEEPS ITS COOL.**

COOLMAX®

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SLEEP HAS EVOLVED FROM NECESSITY TO CENTRAL PILLAR OF MODERN WELLNESS

CONSUMER INSIGHTS

Management of temperature fluctuations, lack of breathability and excessive heat frustrate consumers.

"I'm increasingly concerned about the quality of my sleep; it's the time I suffer most from sweating"

Gen Z, London

"Feeling the humidity or heat in the sheet is a big problem"

Millenial, Shanghai

"I have insomnia and night-time suffocation because of the menopause, I suddenly feel hot flushes, I get sweaty, then I get cold from sweating, it's unbearable"

Gen X, New York City

Source: VML, The Modern Consumer Study, 2025

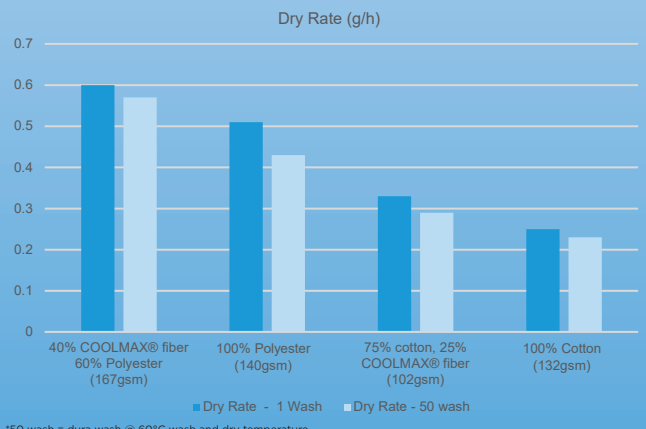
MEETING THE DEMAND FOR COOLER, MORE COMFORTABLE SLEEP

Bedding made with COOLMAX® fiber helps manage moisture and enhance comfort through proven moisture-wicking technology. Specially engineered fiber channels move moisture away from the body and across the fabric surface for quicker drying and enhanced comfort.

ATTRIBUTES	KEY BENEFITS
Moves moisture away from the skin	Feels drier against skin
Breathable fabrics allow air to flow through	Stay cooler
Additional Attributes & Benefits Provided by COOLMAX® EcoMade Fiber	
Fiber made from 100% recycled resources	Reduced environmental impact

PROVEN PERFORMANCE

Fabrics containing COOLMAX® fiber dried faster than comparable fabrics without COOLMAX® fiber and maintained performance after 50 wash cycles.



*50 wash = dura wash @ 60°C wash and dry temperature



Contact The LYCRA Company to learn more about integrating COOLMAX® fiber into sheets, pillowcases, mattress protectors, comforters, and complete sleep systems.

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