



NEW COOLING GADGET A HOT SUMMER APPAREL ACCESSORY FIND

By Merilee A. Kern, MBA

New headwear invention endeavors to help us beat the heat this season and beyond

With reports indicating that, according to the National Centers for Environmental Information's (NCEI) annual temperature outlook, "the year 2021 is 96% likely to rank among the 10 warmest years on record and 85% likely to rank among the eight warmest years on record," this summer season will surely be a doozy. With temperatures expected to be on the high end of the spectrum, now is the time to seek out heat-busting solutions that can keep us calm, cool and collected as the mercury rises. Luckily, today's marketplace is teeming with innovations that are hell-bent on upholding our health, safety and happiness amid extreme heat.

One such apparel accessory gadget is the Chiller Body Freezing Gel Pad for Headwear. As COVID-19 restrictions are lifted and we are allowed to enjoy the outdoors more and more throughout the summer months, aside from general comfort it is even more important to be cognizant of heat-related health concerns.

Beyond recreation, safety is even more critical for those who work outside in the debilitating heat. Heat stress can trigger heat stroke and other deadly consequences, with throngs of people worldwide succumbing to preventable

heat-related illness and deaths each year. More than 1.2 billion people may be affected by heat stress annually by 2100, according to a Rutgers University study.

According to the CDC, there are more than 600 deaths attributed to extreme heat conditions in the United States every year. These can be entirely preventable by taking precautions and keeping the body cool. One innovative way to do just that, in accordance with CDC recommendations, is with Chiller Body — a custom freezing gel pad insert that invisibly tucks inside most headwear. It's a simple way to ward off heat exhaustion and stress to stay comfortable, healthy and productive both at work and at play. It can even help keep everyday chores like mowing the grass, working in the garden or landscaping more enjoyable, more comfortable and, most importantly, safer.

The Chiller Body cooling gel insert proffers a dual-sided cooling experience. Use the "Cool Chiff" side for a soft fabric feel and gentle cooling experience, or flip it over and use the "Extreme Chiff" side for a much higher cooling intensity. Whichever you prefer, the insert is easily placed within any kind of hat or headgear to keep the wearer cool, thwarting heat stress-related concerns in the process.

Reusable and easy to put in place and remove, this hat insert is comfortable, lightweight and flexible so it molds to any head shape and size. Plus, it's sealed so it isn't damp or wet — which can lead to bacteria and mold — and it allows for maximum air flow to prolong the cooling experience.

Also entirely gift-worthy, whether for yourself or another, it's a must-have gadget for all of the sweltering days of summer. (Two Pack Cooling Hat Inserts, \$39.95)

Forbes Business Council Member, Merilee Kern, MBA is an internationally-regarded brand analyst, strategist and futurist who reports on noteworthy industry change makers, movers, shakers and innovators across all categories, both B2C and B2B. This includes field experts and thought leaders, brands, products, services, destinations and events. Kern is Founder, Executive Editor and Producer of "The Luxe List" as well as Host of the nationally-syndicated "Savvy Living" TV show.

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