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#NowICan

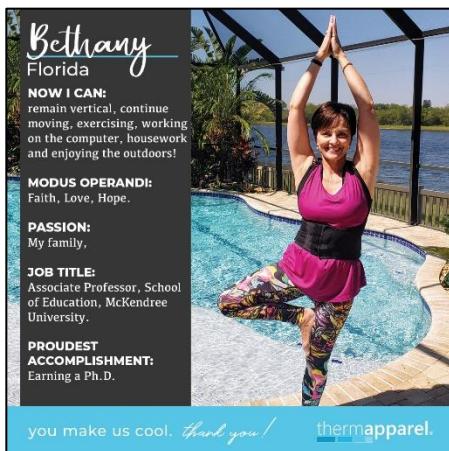


## Intuitively Designed Cooling Vest Makes a Difference for those Living with Multiple Sclerosis

*“The vest eliminates the fear of my heat intolerance—one of the most disabling aspects of Multiple Sclerosis,” says Bethany Hill-Anderson from Tampa, Florida.*

ROCHESTER, NY — June 16, 2020—Heat sensitivity impacts a large number of individuals and is a result of improper heat regulation within the body. [ThermApparel](#) designed a cooling vest with these individuals in mind, driven by the hope of providing the relief needed to continue to live life happier and healthier despite physical restrictions. Thanks to the [ThermApparel UnderCool cooling vest](#), those suffering are now able to get out, get moving and feel good while doing it! Specifically designed with a variety of features, the UnderCool is adjustable, breathable, comfortable, washable, lightweight, and concealable.

According to [Healthline.com](#), “The hypothalamus is a part of the brain that regulates your body’s temperature. When you get too hot, your hypothalamus sends a signal through your nerves to your skin, telling it to increase sweat production. When sweat evaporates off of your skin, it cools your body down.” Those living with heat intolerance are faced with abnormal cellular function, impacting their ability to cool off as needed. **What causes this? There’s a variety of reasons including chronic diseases like Multiple Sclerosis (MS), Lupus, fibromyalgia and even menopause, just to name a few.**



Bethany Hill-Anderson, Ph.D. a Tampa, Florida resident, was diagnosed with MS in 2012. She lost vision in her right eye, leading her to a diagnosis with Optic Neuritis and further testing which eventually led to the discovery of her MS diagnosis. A few years ago, when searching for cooling devices, she discovered the [ThermApparel UnderCool](#) vest online and it has made a big difference in her life, ever since.

**“The vest eliminates the fear of my heat intolerance—one of the most disabling aspects of MS. When I get overheated everything slows down...physically and mentally,” says Bethany.**

Bethany has utilized the original SlimCool cooling packs for the past two years—those provide up to 2 hours of cooling. However, in response to the growing request for longer lasting packs, ThermApparel has recently improved their cooling packs to be longer lasting, with their *new and improved* [ExtendedCool cooling packs](#). While the original cooling packs lasted between 1-2 hours, the new packs now last up to 3 hours, allowing for some *oh so cool* memories to be made! We recently sent Bethany some of the new ExtendedCool packs to try, and check out what she has to say about the

results: “On Saturday, June 13th, I was feeling up to some "gardening," I put that in quotes because the previous owner of our home planted nothing short of a small jungle. So "gardening" for me includes cutting back plants that are nature's way of keeping one afar—interesting to look at, beastly to deal with. However, trimming white bird of paradise trees, which involves cutting off eight-foot-high sections of sizable dead bird-like heads (plants, remember) is a great way to release any pent-up frustrations. **All of that being said, I really don't think I could have done the yard work without the vest and I DO believe the new packs last much longer. Bravo to ThermApparel! Without doubt, they outlasted me and my undeniably strenuous activity as well as the "feels like" 88 degree weather with sunshine.** Better yet— after one more washing machine delicate cycle, the ThermApparel Cooling Vest awaits our next adventure,” says Bethany.

**Bethany Hill-Anderson is available for interviews both over the phone and in person, and is happy to share more of her story with the media in an effort to raise further awareness for individuals like herself who live with MS.**



ThermApparel cooling products have given her the freedom to continue to embark on life as an everyday adventure, regardless of the restrictions that the disease has placed on her. ThermApparel began a **#NowICan** campaign in 2019 and have taken social media by storm as individuals living with chronic illnesses share their stories of how the cooling products have transformed their lives. They share photos pursuing their lifelong passions again, after having to once discontinue those activities due to their diagnosis.

Kurtis Kracke, Co-founder/CEO/ designer and creator of the ThermApparel UnderCool cooling vest speaks more to their mission, “**ThermApparel works hard every day to empower people to live happier and healthier lives.**”

**We are breaking down significant barriers caused by heat intolerance and helping people get back to life’s simple pleasures like taking a walk outdoors, gardening, pursuing hobbies and doing things that help them maintain better mental health.”**

You can learn more about ThermApparel and the cooling products they provide at: [ThermApparel.com](https://www.thermapparel.com).

### **About ThermApparel**

ThermApparel was founded by two industrial design graduate students at Rochester Institute of Technology in Rochester, NY. Kurtis Kracke & Brad Dunn put their design talents to work, after observing that those living with Multiple Sclerosis were constrained in hot weather due to their heat sensitivity. After researching other cooling products on the market, none of them meet the critical criteria for people with heat sensitivity caused from health conditions – *concealable, lightweight, and comfortable*. After more than 200 customer discovery interviews, and more than 50 prototypes, the ThermApparel UnderCool cooling vest was born. To date, their vest has made life-changing differences for people in all 50 states and 15 countries. For more information, visit [ThermApparel.com](https://www.thermapparel.com).

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