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## **Intuitively Designed Cooling Vest Allows those Living with Heat Sensitivity to Keep Moving**

***“Thermapparel is flipping the script and has designed a vest that is virtually completely hidden, weighs less than two pounds, and lasts longer than many of their larger, full-vest competitors,” says David Bexfield, Founder of [ActiveMSers](#).***

**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.***



David Bexfield, is the founder of [Active MSers](#) and has lived with MS since 2006. His vision began with the passion to help, motivate and inspire those living with multiple sclerosis to stay as active as possible—physically, intellectually and socially—regardless of physical limitations. Today, the community continues to grow and has helped hundreds of thousands of people with MS from around the world. **David’s efforts have been championed by *The New York Times*, *Wall Street Journal*, *WebMD*, and the National MS Society's *Momentum* magazine.**

Last April, David began an extensive process of [reviewing eighteen different cooling vests](#) which he ranked after his experiences, in thirteen different categories. ***David gave the ThermApparel UnderCool cooling vest ActiveMSer’s [highest recommendation](#).***

**“Women (and men) of all chest sizes can wear this comfortably and stealthily. No lumps, no tell-tale signs of a vest sticking out of collars, no uncomfortable placement of the packs over a bosom.**

**Because the vest uses phase change material to cool, they can recharge quickly in a fridge, freezer or ice water and the packs, while cold, are not too cold. The vest can be worn over a light t-shirt or directly on the skin,” says Bexfield.**



During [his review](#), David mentioned the cooling packs staying cold for a total time of around an hour and a half. 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! ThermApparel cooling products allow people like David the freedom to continue to embark on life as an everyday adventure, regardless of physical restrictions.

**Bexfield is available for interviews over the phone and is happy to share more of his story with the media in an effort to raise further awareness for individuals like himself who live with MS.**

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](http://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](http://ThermApparel.com).

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