



CONTROL ODOR NATURALLY WITH COTTON

Activewear is no longer limited to tough workouts. But no matter the activity, consumers don't want to be bothered by odor issues. Being odor free and having garments that wash clean is essential. With the natural performance of cotton, consumers can stay fresh and odor-free in their activewear.

SCIENCE OF ODOR.¹

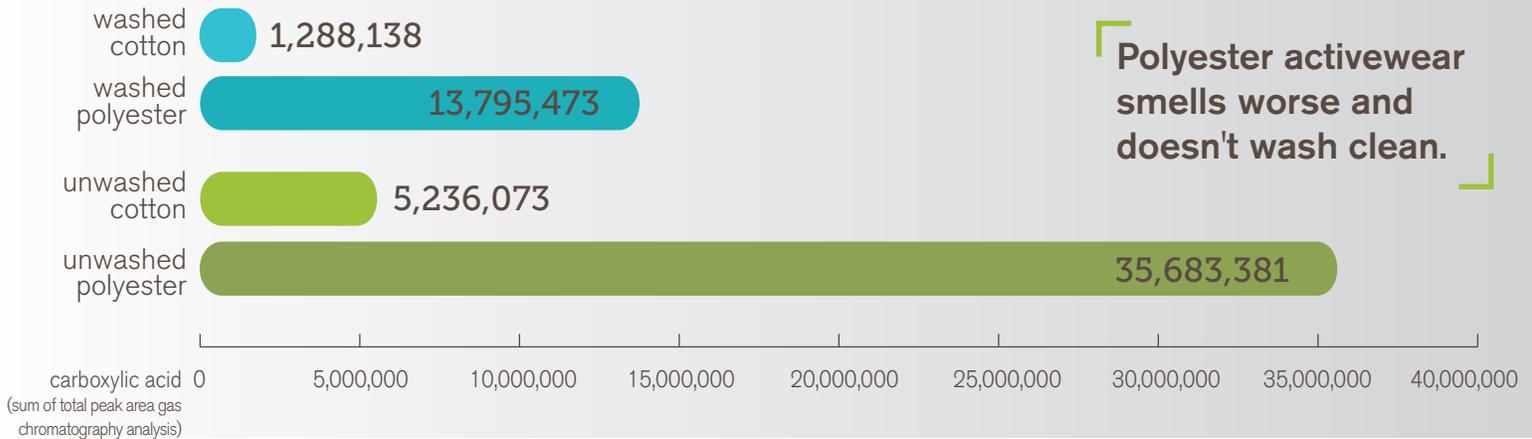


Clothing worn next to the skin during workouts creates a moist microclimate which fosters the growth and spread of bacteria.



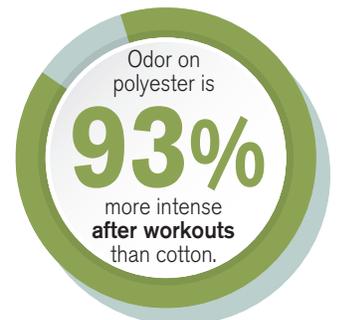
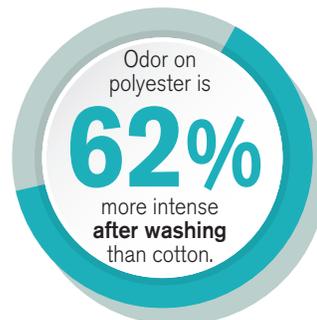
Frictional forces caused by movement of the skin against the fabric facilitates the transfer of sweat and bacteria making fabrics more susceptible to absorbing odor compounds.

Carboxylic acid build up is what creates the odor. A controlled study conducted by the University of Alberta shows polyester generates and retains more carboxylic acid than cotton. This leads to more intense odor before and after washing.



Polyester activewear smells worse and doesn't wash clean.

Research shows polyester captures and retains more odor than cotton.



CONSUMERS CARE.²

More than 8 in 10 consumers say they would be bothered by odor issues in their activewear. Cotton Incorporated's Customer Comments Research reveals that synthetic activewear is more likely than cotton activewear to have customer complaints.



Consumer comment 2 of 5 stars. ★★☆☆☆
Women's nylon/polyester active top

“ I like how this shirt fits, but after you sweat in it and wash it, it smells horrible! I have tried washing it with vinegar to get rid of the smell, but it will smell fine until I sweat. Then, the smell comes back in full force! I am too embarrassed to wear this shirt to the gym anymore. I know if I can smell it, everyone around me can as well! ”



THE SOLUTION.

Implement cotton moisture management technologies. TransDRY® and WICKING WINDOWS™ technologies are high-performance moisture management technologies that will keep you feeling good and odor free.



WICKING
WINDOWS™

¹ McQueen, Dr. Rachel et al. *The Retention and Build-up of Body Odor in Cotton Fabrics: A Field Trial*. U of Alberta, 2012.

² Cotton Incorporated's *Lifestyle Monitor™* Survey, Sports Apparel Survey and Consumer Comments Research.



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