

OUTLAST CASE STUDY

Outlast® Thermo-Technology: Helping to Turn Down the Heat on Menopause



COMPANY:

Outlast Technologies GmbH

Outlast® thermo-technology interacts with a person's own microclimate to help manage individual temperature and keep the wearer from overheating and sweating, then experiencing chill.

CHALLENGE:

To provide assistance to menopausal women and help mitigate symptoms associated with hot flashes. During a hot flash, skin temperature can increase by as much as six degrees.

SOLUTION:

Outlast proposed applications and developed products in key categories for women. Tests show that Outlast® thermo-technology is most effective at managing heat and moisture when incorporated in a next-to-skin product. The R&D team focused on undergarments and bedding that would interact with a person's own microclimate to help manage individual temperature, essentially "shaving off" the peaks and valleys caused by temperature spikes.

PRODUCT EXAMPLE:

In partnership with Jockey, Outlast developed the STAYCOOL line of tank tops using Outlast® fibers in a base layer.

PRODUCT TEST (CONDUCTED BY MESH01®):

Outlast commissioned a study to test the effectiveness of its heat management capabilities in the Jockey STAYCOOL tank top for women.

OBJECTIVE:

The objective was to determine if the Outlast® thermo-technology tank top effectively balances out temperature peaks and valleys surrounding hot flashes.



TEST DETAILS:

Over the course of the designated four-week test period, testers were expected to alternate wearing an Outlast® thermo-technology tank top and standard cotton tank top. Testers were asked to evenly rotate the two tanks tops.

- **Testers:** 47
- **Average Age:** 51 years
- **Start Date:** 09/19/2013
- **End Date:** 11/03/2013
- **Option A:** Jockey STAYCOOL (with Outlast® technology) Tank Top
- **Option B:** Standard Jockey Cotton Tank Top

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RESULTS/WHAT DID WE LEARN:

Final survey feedback showed testers had an overall preference for the STAYCOOL Tank Top with Outlast® thermo-technology. Testers reported feeling cooler than normal during a hot flash and felt more comfortable overall with the STAYCOOL Tank Top compared to the Standard Cotton Tank Top.

Overall, when experiencing a hot flash, 65% of testers chose the STAYCOOL Tank Top. Jockey STAYCOOL also outperformed the standard tank in these areas:

- Comfort based on temperature and moisture build-up: 62%
- Comfort while experiencing a hot flash: 73%
- Less moisture build-up while wearing: 54%

Almost all of the testers reported that they would be willing to pay more for a shirt that kept their temperature fluctuations to a minimum and the majority would pay up to \$20.00 more for that ability.

PARTICIPANT TESTIMONIALS:

"When I have a hot flash (or night sweats), I perspire fairly heavily. Top A (STAYCOOL) seemed more absorbent and created a cool barrier against my skin. Usually I pull against whatever I'm wearing and fan myself. I didn't need to do that while wearing Top A."

"Option A's fabric was comfortable and seemed cooling. I wore it at night and also under garments during the day."

"(Option A) material feels cooler and more comfortable to wear under a shirt."

