



FOR IMMEDIATE RELEASE

CONTACT:  
Christine Simmons  
(818) 484-7407  
[cssimmons@charter.net](mailto:cssimmons@charter.net)

**KLEINERT'S® SWEAT-PROOF GARMENT & CLOTHING SHIELDS PROVIDE  
BETTER PROTECTION & GREATER PEACE OF MIND THAN  
CLINICAL-STRENGTH ANTISPIRANTS FOR HEAVY PERSPIRERS**

***Industry Leader in Hygienics Provides Disposable Pads, Dress Shields and  
Garment Shields Offering a Complete line of Perspiration Protection***

***Full Line of Products Ends Embarrassment***

Following reports that antiperspirants were not meeting the adequate levels of protections based on body chemistry, Kleinert's® updated and re-introduced its line of sweat-resistant dress and garments shields that have been keeping consumers dry and free of sweat induced embarrassment for more than a century regardless of body chemistry. Applying advanced new technologies to satisfy the current needs of the growing marketplace, Kleinert's® is one industry player that remains a constant reminder that innovation, coupled with well-tested and effective products can enable a company to endure over time.

While the deodorant business soared in revenue when clinical strength antiperspirants entered the market in 2008, the fact remained that some were still not strong enough for people who perspire heavily during the workday or when dressed up to go out.

Kleinert's® offers an alternative when the best of antiperspirants just isn't enough. When appearances mean everything and exuding confidence is a must, its growing customer base -- teenagers experiencing hormone changes; working men and women in business suits, uniformed employees; entertainment industry performers; and those living with hyperhidrosis, a severe form of sweating -- will be ready for the job at hand.

During high-pressured moments --a wedding, a job interview or just a day at the office-- Kleinert's® offers a variety of solutions to eliminate sweat with disposable shields, undergarments, accessories, casual wear, dress wear and active wear made with technology treatments that are exclusive to Kleinert's® products.

"Kleinert's® founder started the company after realizing hard working men and women with very little resources needed to get the most wear out of their clothes as possible," said Michael Brier, Chief Executive Officer, Kleinert's®. "His initial product, the dress shield, made clothes more durable and versatile since people no longer had to worry about heavy soiling caused by daily perspiration. Today, Kleinert's® prides itself on continuing to provide its customers with simple solutions that answer today's needs,

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reduce dry-cleaning bills, preserve the wearability and life of a garment, and are affordable in a tight economy.”

**Disposable Products for Men and Women:**  
**Kleinert's® Absorbent, Disposable Sweat Pads**

Save the dry-cleaning expense of trying to remove the underarm perspiration stains and antiperspirant discoloration, and invest in ready packs of peel and stick Kleinert's® Disposable Underarm Shields. These one-use absorbent disposables come in a pack of 12 pair (24 shields) which are highly absorbent, thin, discreet and convenient. They adhere securely to all fabrics including cotton or silks, providing superior protection from odors and sweat stains. Each shield features three wide adhesive peel-off strips that stay securely placed all day long--better than any disposable on the market. No pins, straps or washing necessary. One size fits all. MSRP: \$6.65 or \$8.99 for Ultra-Absorbency Pads.



**Kleinert's® Starter Kits for Men or Women:**

Kleinert's convenient Starter Kits provide men or women a customized safeguard “tailored” to fit their body. A variety of shields, shirts and garment accessories can be combined to suit personal convenience and styling needs. Kleinert's Starter Kits provide both mild and heavy sweaters added protection and confidence with or without the use of antiperspirants.

**Starter Kit for Women includes:**

- 1 Pack (12 pair) of Ultra Absorbent Disposable Underarm Shields
- 1 Simply Sheer Valara with Attached Underarm and Shields with Fabrapel® Barrier – Similar to slip material, the lightweight garment is worn over the bodice and fastened around the torso under clothing for added comfort and protection
- 1 Pair of Washable “Ready Adjustable Snap Shields” with Vinyl Barrier – Dress shields treated with Fabrapel with snaps that engage bra straps on the front and back

*Starter Kit MSRP: \$38.50*

**Kleinert's Starter Kit for Men includes:**

- 1 Pack (12 pair) of Disposable Underarm Shields
- 1 Sweat-proof Crew Neck Undershirt with Attached Absorbent Underarm Shields – Stain-resistant and anti-bacterial, the undershirt is and is made from breathable, soft cotton. Colors available are white, beige or black

*Starter Kit MSRP: \$39.98*

**Additional underclothing garments for men and women include:**

- Variety of valara tops for women made with breathable light weight fabric designed to fit discreetly under blouses or shirts and treated with Fabrapel®: Starting at \$14.75 MSRP; select black, beige or white
- Disposable Underarm Shields (men and women): \$6.65 MSRP; 12 pair
- Ready Shields with snaps: \$12.00 MSRP; select black, beige or white
- Ready Shields with links: \$23.99 MSRP for 3 pair; one in black, white and beige
- Sweat-Resistant underwear. Starting at \$11.99 MSRP for women's panties and \$15.99 MSRP for men's underwear
- Scoop-neck cotton camisoles for women that come in full-length or mid-length and treated with Fabrapel® starting at \$18.50 MSRP; select black, beige or white

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- For men, sweat-resistant undershirts with or without shields come in short sleeve and long sleeve with crew-neck or v-neck. Undershirts do not wet-through to outer clothing. Works great with compensatory sweating from ETS (Endoscopic Thoracic Sympathectomy – surgery interrupting nerves that control sweating) and hyperhidrosis: Starting at \$22.99 MSRP for select styles

### **Casual Wear**

Kleinert's® growing line of casual tops for men and women are all treated with Fabrapel® and come in a variety of designs and colors with or without shields. Select styles also feature wrinkle-resistant fabrics. Comfortable t-shirts in v-neck and scoop neck styles and polo shirts can be found on [www.kleinertsshields.com](http://www.kleinertsshields.com). Kleinert's® offers all of its clothing line in junior sizes to accommodate teenagers.



### **Dress Shirts**

Kleinert's® dress shirts for women are machine washable. The open neck blouse is a button-down design and comes in white or light blue with crisp tailoring and a feminine shape. Select styles for men are wrinkle resistant and come in a variety of fabrics such as denim, knit polos and short and long-sleeve designs. All styles can be found in the men's section at [www.kleinertsshields.com](http://www.kleinertsshields.com). All styles available in junior sizes.

### **Advanced Sweat proof Athletic Wear**



Kleinert's® offers a line of athletic wear with Dry Defense® technology exclusive to Kleinert's® products. Several styles of shirts for men and women are tailored to various sports including: tennis, running, cycling, soccer, football, baseball and more. Found at [www.drydefense.com](http://www.drydefense.com), the Kleinert's® Athletic Wear line is also available in junior sizes.

### **Fabrapel®/ Dry Defense®**

Fabrapel® and Dry Defense® are fabric treatments that are exclusive to Kleinert's and make the company's products superior to other sweat reducing or absorbing brands. Used in its dress shirts, casual ware and undergarments, Fabrapel® is a multi-patented undetectable hypoallergenic finish which uniquely provides sweat-repellency, stain-repellency and restricts bacterial growth eliminating heat and odors even in cotton fabrics. Dry Defense® is a treatment used in Kleinert's® athletic wear that aids in improving hydration, core temperature, stabilization, heart efficiency, air circulation and peak performance up to 10%.

### **Foot Protection**

DrySoles® shoe inserts for men and women eliminate squishy feet in open-toe or closed-toe shoes like boots. DrySoles® use a non-woven fabric that absorbs moisture and channels it away from feet where it dissipates quickly so there are no fashion faux pas of slipping out of the latest summer shoe. Dry Soles® shoe inserts: \$9.99-\$10.99 MSRP; white beige or black; 1 pair

### **Bedding Protector**

For those living with hyperhidrosis or menopausal night sweats, Kleinert's® offer's comfort from waking up in a damp bed every night thanks to a patented Safe & Dry Bed Pad. Bedding protectors are fluid-resistant, stain-resistant and odor-resistant with a cotton four-ply mattress pad. The soft, comfortable and machine-washable bed pad features Fabrapel® protection, preventing soiling. The polyester top layer allows fluid to pass through away from the body so sleepers remain dry and comfortable. \$22.99-\$52.99 MSRP for select sizes; available in white or beige

### **About Kleinert's®**

Now Located in Elba, Alabama, Kleinert's® was founded by Isaak B. Kleinert in 1869. Since its inception, Kleinert's® was a creative force developing many products still in common use today including the shower cap, the shower curtain, the garment shield and the baby pant. Today, Kleinert's® is an international brand built on products that are known for its quality. The company continues to be innovative in developing and improving on designs and concepts that are beneficial in multiple environments. Select Kleinert's® sweat-proof and sweat-resistant products can also found in departments stores, lingerie boutiques and pharmacies, but the full line is available at [www.kleinertsshields.com](http://www.kleinertsshields.com) and athletic wear is available at [www.drydefense.com](http://www.drydefense.com).

**Editors Note: 300 dpi photos are available at**  
<http://www.kleinertsshields.com/media-pr.php>

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