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**KLEINERT'S® INTRODUCES STARTER KITS: MAINTAINING YOUR COOL
BY KEEPING PERSPIRATION TO A MINIMUM WITH A SIMPLE,
ALL-AROUND SOLUTION**

***Leading Manufacturer of Wearable Sweat-Proof Garments and Accessories
Offers Its "Best Of" Sweat-Resistant Items for Men and Women in
One Specialized Kit***

Elba, AL (Month xx, 2009) – Simplifying the consumers need for perspiration protection products, Kleinert's® introduces its convenient Starter Kits providing both men and women a customized safeguard "tailored" to fit each body. A variety of garment shields and accessories can be combined to suit personal convenience and styling needs as Kleinert's® disposable and washable products are created to be discreet.

Making it the superior perspiration solution in the marketplace, Kleinert's® Starter Kits provide both mild and heavy sweaters added protection and confidence with or without the use of antiperspirants. The growing line of products is treated with Fabrapel® --a treatment exclusive to Kleinert's® products-- which is a hypoallergenic patented finish that is sweat-repellant, stain-repellant and hinders bacterial growth, while eliminating heat and odors even in cotton fabrics. Consequently, Fabrapel® is better than any other product barrier for light to moderate sweat protection as it provides clothes a longer lifespan without the hard-to-remove deodorant spots and dry-cleaning expense. For heavy sweaters, shields can be customized with a vinyl barrier for complete discreet protection.

"Many of our first-time customers range from teenagers experiencing hormone changes, working men and women in business suits and uniforms, brides and prom-goers, and customers from the entertainment industry. Perspiration--whether it be from work, the environment or body changes--is inevitable and in high-pressured environments, an antiperspirant may not be enough," said Michael Brier, Chief Executive Officer, Kleinert's®, the premier source of sweat-proof products for everyday use since 1869. "The Starter Kit is a sampling of Kleinert's® 'best of' products that have done well across the board because they provide the coverage and peace-of-mind that antiperspirant can't do alone."

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Kleinert's® Starter Kits provide garment shields for women – worn over the bodice and fastened around the torso with attached sewn-in underarm shields — and disposable dress shields for both men and women that adhere to all types of clothing under the arm. The Men's Starter Kit also features a sweat-proof undershirt with attached **underarm** shields that is washable.



Kleinert's® Starter Kit for Women includes:

- 1 Pack (12 pair) of Ultra Absorbent Disposable Underarm Shields
 - 1 Simply Sheer Valara with Attached Underarm Shields with Fabrapel® Barrier – Similar to slip material, the lightweight garment is worn 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 made from breathable, soft cotton. Colors available are white, beige or black
- MSRP: \$39.98*



Each Starter Kit is ordered to size to ensure security and comfort.

Many of Kleinert's® customers have found the company after having embarrassing experiences caused by excessive sweat.

“For years I’ve struggled with perspiration --I’m now 42-- feeling so self-conscious I believe it has held me back from succeeding in life,” said Cheryl, a Kleinert's® customer from Iowa. “I now know I can go on to succeed in areas I’ve always dreamed of.”

Dianne, another consumer in California cited less dry-cleaning after discovering Kleinert's® products. She reported: “Kleinert's® Disposable Dress Shields...protect your fine cashmeres, silks rayons. They prevent that dark tell-tale underarm ring on dark cottons. They leave no outline under anything. Their cost is very low, especially in consideration of your savings on dry cleaning bills, gas to drive to the cleaners, extending the life of fine clothing. It saves on laundry aids and laundry time, too!”

The Kleinert's Starter Kits can be purchased online at www.kleinertsshields.com.

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 stories, lingerie boutiques and pharmacies, but the full line is available at www.kleinertsshields.com and athletic wear is available at www.drydefense.com.

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