

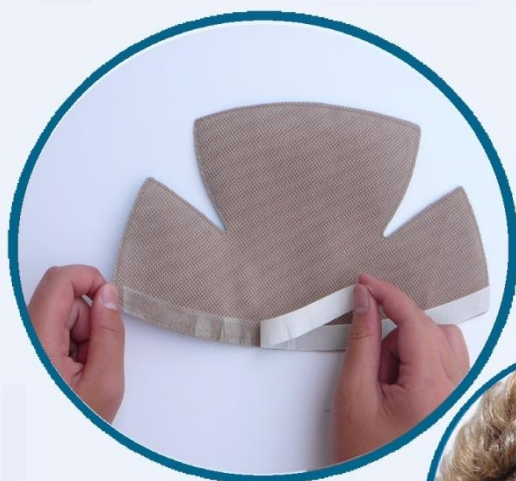
U.S. PATENT # D612,545 S  
and other patents pending.

# The "MAGIC" of HEADLINE IT!®

The product that controls: **SWEAT, STAINS and ODOR** in any hat, helmet or headwear item!

## SUMMER and WINTER USE!

Evaporates sweat on a continual basis, keeping the head **COOLER** in the **SUMMER** and **WARMER** in the **WINTER**.



Remove peel strip.  
Each liner can be used for 7-10 days



Use one or two liners



*Stops wigs from slipping  
Increases life of wigs  
Saves time and money*

**Keeps head warmer in the winter & cooler in the summer  
Increased comfort and sweat control  
Ultra thin high tech wick wear protects all hats/helmets**

## HEADLINE IT! is made up of THREE LAYERS.

### 1 THE LAYER THAT TOUCHES YOUR HEAD

#### SPUNLACE

(50/50 Viscose, Polyester)

This layer absorbs perspiration and wicks it into the liner, stopping it from running into your eyes.

Headline IT! has been tested and approved for sensitive skin.

### 2 THE LAYER IN THE MIDDLE

#### SPUNLACE

(70/30 Viscose, Polyester)

This layer is even more absorbent, pulling the perspiration and impurities into the next layer.

The material holds up to four times its weight in perspiration while the evaporation process continues.

### 3 THE LAYER THAT TOUCHES THE HAT

SMS (Spunbond, Meltblown, Spunbond)

**The back layer is "MAGIC"!**

It filters out OIL, SALT, and ODORS.

The SMS breathes, so the perspiration can evaporate, leaving impurities in the liner, NOT in your HELMET, or HEADWEAR item.

Great for helmets and more!