



**BEFORE YOU
HIT THE WALL,
HIT BACK.**

SPEND \$50 SAVE 20%
USE CODE: **FUELUSA**

SHOP NOW

The advertisement features a female athlete in a blue tank top and a grey visor, smiling and holding a green water bottle. To her right are two SIS product pouches: a red one labeled 'BERRY' and '75mg CAFFEINE' (Energy+ Caffeine), and an orange one labeled 'ORANGE' (Isotonic Energy). Both pouches are 2 FL OZ (60ML) and feature the SIS logo and 'SCIENCE IN SPORT' text. A yellow 'SHOP NOW' button is on the right.

The North Face Unveils FlashDry Science

Cielestia Calbay / February 22, 2012

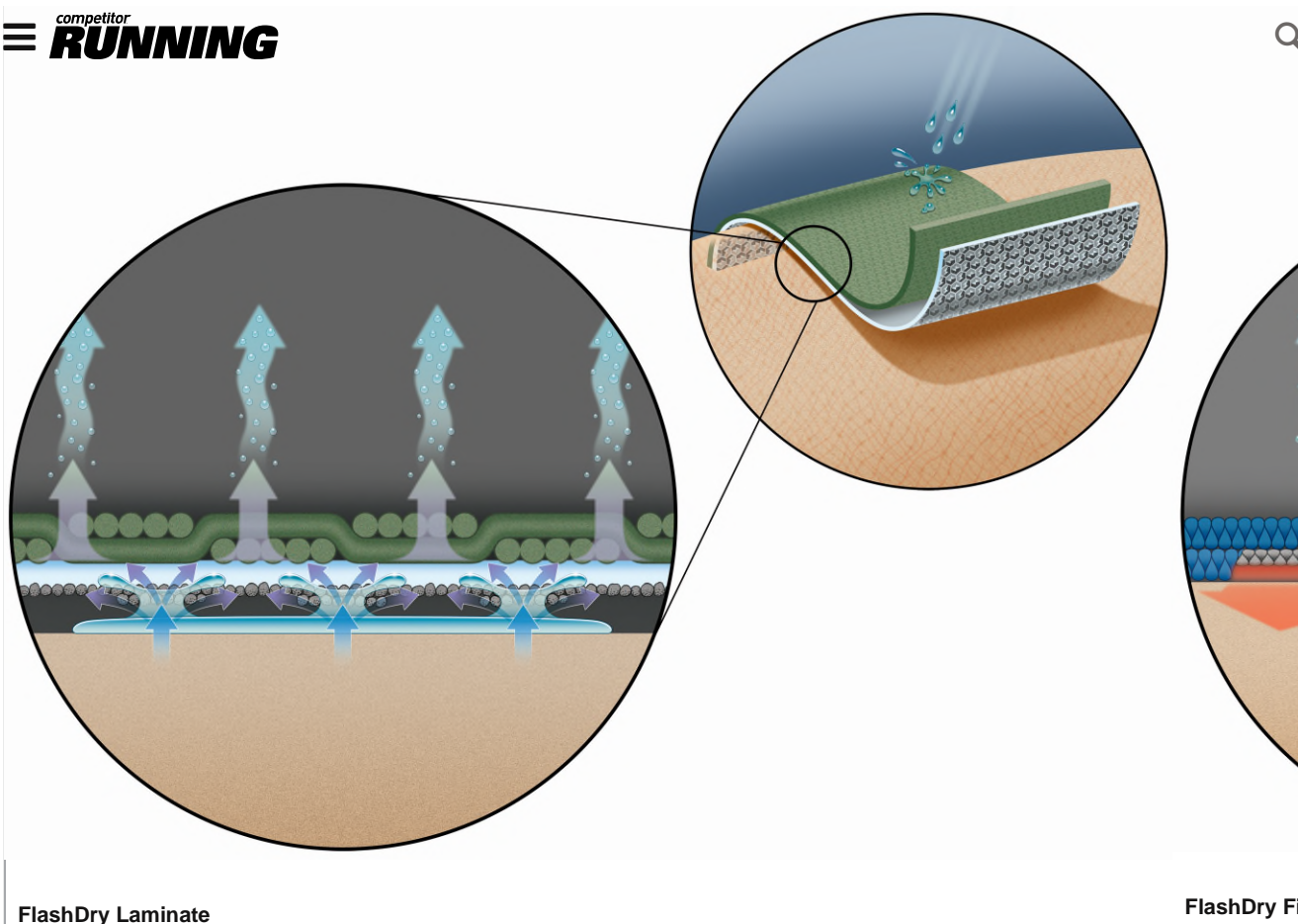


The North Face Apex-Lite Jacket, which will retail for \$110, is among the 100 new pieces of the fall 2012 collection that utilizes FlashDry technology.

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Ex. 2014 - 002
IPR2018-00190



Stay cool, dry, warm and protected when the temperature changes.

Spring may be just around the corner, but winter will be sticking around for a few more weeks. Until then, moisture may meet its match. The North Face recently unveiled its new FlashDry technology to keep athletes cool, dry, warm and protected in changing temperatures. The outdoor brand developed the technology to address the cold and wet problems athletes have been facing for years.

"Moisture is a problem for every consumer and every athlete, particularly in the cold, rainy fall and winter months," said Philip Hamilton, vice president of product. "We developed FlashDry to solve that problem and to help eliminate dangerous distractions whether you're running, climbing or riding."

FlashDry uses a particle technology that has been used in the nearly 100 new pieces of The North Face's fall 2012 collection. Everything from waterproof, breathable laminates to knits in jackets, baselayers, hats and gloves will use the technology, such as in the Stormy Trail Jacket, which will retail for \$165.

The porous particles work with your body to regulate temperature by accelerating moisture removal and dramatically improving dry time. When worn together with other items in the collection, such as a baselayer or jacket, the dry time is even faster than when wearing alone.

FlashDry was developed as part of the brand's Physiologic process in which designers and researchers regularly interface with The North Face athletes to create innovative new gear, apparel and footwear.

The concept was inspired by The North Face runner Kami Semick's experience at the 2010 Courmayeur Champex Chamonix, in which she ran 57 grueling miles in the French Alps' unforgiving rain and snow. Semick lacked the proper protection for such extreme conditions and was nearly hypothermic when she crossed the finish line.

FlashDry was unveiled at the Outdoor Retailer Winter Market in Salt Lake City in January. The North Face fall 2012 collection hits the stores later this year.

Ex. 2014 - 003
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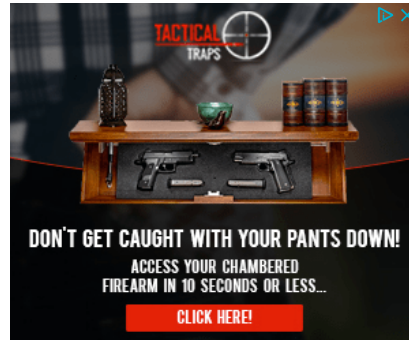
Behind the Shoe: Brooks Levitate



Trail Running Basics for Newbies



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