

## **NEWS RELEASE**

### **For Immediate Release**

Media Contact:

Mannfolk PR

(818) 557-7447

[dorothy@mannfolkpr.com](mailto:dorothy@mannfolkpr.com)

## **SBR Sports, Inc. Announces FOGGLE A Unique Cleaning, Anti-Fog Towelette**

IRVINE, Calif., Fall 2008 – SBR Sports, Inc., the nation’s leading provider of high performance and chlorine out restorative hair and skin care brands for active individuals, has announced the addition of another innovative and exceptional brand – FOGGLE! This handy individual towelette, comes in a sealed foil packet and removes residue buildup from swim goggles, prevents fogging and leaves the user with crystal clear vision!

FOGGLE is unique – it’s the only anti-fog, cleaning towelette! Tested by numerous athletes, FOGGLE is perfect for swim goggles. Simply paint a thin film of FOGGLE onto the inside surface of your lens then let dry. Two seconds later the layer of FOGGLE disappears and there is no film or smudges left after the application. All you have now is a crystal clear lens that won’t fog up, even under the most extreme conditions. Available in individual wipes, a pack of 6 or box of 48. Order as many/little as you need! ([www.foggleit.com](http://www.foggleit.com))

FOGGLE joins SBR Sports, Inc. family of high quality hair and skin care products for after swim that includes TRISWIM™ Shampoo, Conditioner, Lotion and Body Wash ([www.tri-swim.com](http://www.tri-swim.com)). The Shampoo, Lotion, and Body Wash have 5 sequestering agents that capture the chlorine molecule and eliminate the damaging effects and odor caused by harmful chemicals. The Conditioner simply restores the hair by hydrating and nourishing. These products also include organic ingredients and contain TRISWIM’s signature light citrus scent which is appealing to both men and women. TRISWIM™ Lotion repairs dry skin caused by long training, sun exposure or extended exposure to chlorinated or salt water. The lotion is the only extremely hydrating product that reduces the odor caused by chlorine.



1224 Village Way, #E, Santa Ana, CA 92705 Office: 1-800-620-4094 Fax: 1-714-285-1728 -  
[www.sbrsportsinc.com](http://www.sbrsportsinc.com)

'Inside Triathlon' Magazine gave TRISWIM™ products an "excellent" rating and encouraged athletes who swim to include TRISWIM™ products in their workout bag. World renowned 'Triathlete' Magazine profiled TRISWIM™ in their June 2006 "Poolside Tools 2006 Swim Accessories Guide" section, featuring the product line in a full color page write up. It isn't any wonder then that TRISWIM™ products have been turning heads and opening wallets.

SBR Sports, Inc. also created TRISLIDE, a silicone-based spray designed to make entry and exit from triathlon wetsuits a matter of seconds. It also works to eliminate chafing, blistering and hotspots from swimming, biking and running. The new silicone-based aerosol is packaged in a compact environmental friendly spray that fits easily into a bag or backpack for convenient use or reapplication.

TRISLIDE doesn't stain clothing or gear and doesn't come off in the water but is easily removed with soap and water. Developed by award winning chemists, this exclusive formula is liquid silicone based and is the only aerosol formula on the market for quick wetsuit transitions.

TRISLIDE is safe to use with all wetsuits and comes in a sleek 4 oz. canister.

### **About SBR Sports, Inc.**

Based in Irvine, California, SBR Sports, Inc. ([www.sbrsportsinc.com](http://www.sbrsportsinc.com)) is a privately-held company founded by Karen Smidt-Allard, a leading age group triathlete and USAT certified Coach. SBR Sports, Inc. works with award winning chemists, world renowned labs and leading International distributors to develop, manufacture and distribute the TRISWIM™, TRISLIDE and FOGGLE line. What's more, it offers the most superior quality sports personal care products on the market! SBR Sports, Inc. is known for its visionary products, and its mission is to provide education and knowledge for total body care.

The sports personal care market is one of the fastest growing categories for both sporting goods and personal care product segments. As a competitive triathlete, Ms. Smidt-Allard relies on her personal training, competition experience, and a network of world-class athletes to develop and test TRISWIM™ products. The brand has a strong following with swimmers and triathletes as well as those who enjoy an active lifestyle but do not like the effects of overexposure to sun and the harmful elements found in most swimming pools such as chlorine. It really is no surprise that TRISWIM™ is committed to meeting the specific customer demands.



Both consumers and retail partners feel a strong alliance with SBR Sports, Inc. products and our brand's pricing competes with items in the category including premium and niche brands. SBR Sports, Inc.'s products are available in leading triathlon, running and bike stores, specialty swim shops, and sporting good chains across the U.S., as well as Canada, the U.K., Europe, South Africa, Malaysia, China, New Zealand and Australia. For more information or inquiries on products or partnerships, visit TRISWIM™ at [www.tri-swim.com](http://www.tri-swim.com), phone toll free at 1-800-620-4094 or send email to [karen@sbrsportsinc.com](mailto:karen@sbrsportsinc.com).

TRISWIM™, TRISLIDE and FOGGLE are trademarks of SBR Sports, Inc.. All other product and company names are trademarks of their respective organizations. Product logos, images, specific information available at: [www.tri-swim.com/marketing](http://www.tri-swim.com/marketing)



1224 Village Way, #E, Santa Ana, CA 92705 Office: 1-800-620-4094 Fax: 1-714-285-1728 -  
[www.sbrsportsinc.com](http://www.sbrsportsinc.com)