



FootHuggers Comfort Socks Newsletter

- November 2007 Issue -

www.foothuggers.com

Congratulations to Paula Hogue from Minot, ND!

Paula was the November 2007 winner of a free pair of socks in our new monthly drawing. Each month, we will draw one name from our email list and that person will receive a FREE pair of FootHuggers Comfort Socks of their choice.

Since you have joined our mailing list, you are automatically entered in this drawing every month!

Winners are excluded from future drawings for 6 months.

Quote of the Month

"Hi, I just wanted to let you know that "I love my socks"!!!! I have Lupus Nephritis and Raynauds and I need to keep warm. I bought three pairs at the fair for the first time and they are just fabulous! Very comfortable and warm!!!! I'll definitely will be ordering more a winter approaches. I'm glad I stopped at your booth to buy your socks!!!! Thanks again for making a great product."

Shannon Schultz
Andover, MN

Dressing for the weather

Fall is here and temps are starting to drop. I thought it might be a good idea to review some tips on effective methods to dress for cold weather. Here is a collection of information both from misc articles and from my own experience growing up in Minnesota.

You have heard the phrase that you should layer your clothing to stay warm. The mystery is: what the heck is that layering thing? Is it as simple as a tee-shirt and a jacket? Does it matter what kind of clothing it is? Yes and yes. Layering is all about flexibility. Remove clothes when you are hot, adding when you are cold. But, it is critical when trying to stay warm in very cold temperatures. Wearing the right kind of clothing made from the right materials can make all the difference. Here's why.

Nature hates cold, so heat always tries to go to the cold place to warm it up. Air and fluid are very effective at allowing heat to travel. This is one reason why it is so **dangerous to be wet in cold weather** or in water that is colder than your body. The heat flows from your body trying to heat up the water. However, an air space that can't get out of your clothing is VERY effective at insulating your body.

Multiple layers of clothing that traps air will perform nicely. Have an outer shell that is an efficient windbreaker is also important. All types of insulation are convection-stoppers. Some are more efficient than others. **To control evaporative heat loss, you must control where your perspiration goes.** This is very difficult. You do not want moisture on the surface of your skin because the entire outer surface will then become cold. You must allow your sweat to wick through the layers to the surface in a slow controlled fashion.

How to Layer Clothing

The best system includes three main layers: 1. Skin layer, 2. Middle layer, 3. Outer layer.

The skin layer, (1) needs to wick moisture away from your skin and must feel soft and comfortable. This top and bottom layer is the most critical component of a layering system. Long underwear serves two purposes: first, to trap a layer of warm air next to your skin; second, to wick away the perspiration your body produces during activities. **Polypropylene or name brand polyester-based underwear is required. Do not buy cotton - it must be synthetic. These modern synthetics are nonabsorbent, so they stay dry next to your skin. And they do a superior job of wicking away moisture before it can soak and chill you.** If you must have natural fibers, silk is a natural alternative to synthetics. Silk will not absorb moisture and allows other layers to easily slide over it.

The middle layer (2) provides insulation. This layer affords you the most versatility as your activity intensifies or temps fluctuate. Acceptable fabrics for this layer include wool or synthetics. **Fleece or "Polartec" is by far the best performing mid layer you can buy.** Fleece comes in many different styles and is rated in accordance to how densely knit the fibers are. Microfleece is tightly knit and offers good wind protection and warmth. If you are looking for more insulation, fleece with a rating of 300+ offers greater density thus more air space to capture heat. Higher rated fleece is not as windproof as microfleece. Dress according to your activity level and the outside temps. Use lighter materials when you are physically active. Heavier material when you are more stationary.

The outer layer (3) is focused less on warmth and more on staying dry. This is where Gore-Tex, Ultrex and other variations come into play. GORE-TEX is a water and windproof fabric that allows for venting of internal heat. Several companies have their own version of the technology. Some coats come with a variety of features, such as full hoods and pit zips to vent heat. A Gore-Tex shell is the premium waterproof upper layer but nylon or Teflon coats offer good protection with slightly less venting ability. A PVC or plastic coated rain jacket will not breathe, nor will a nylon jacket repel rain for long periods of time. A wind breaker is designed to keep the wind off when it's not raining. A raincoat is too heavy to serve as a windbreaker. If you own a more technical piece of clothing that you know will repel water and breathe well enough to

serve as a windbreaker, you may bring only one jacket.

Don't forget your lower half

If you layer up your chest well, but only wear cotton jeans, you will be very cold. **Cotton doesn't insulate well & doesn't block the wind. Do not wear cotton in the Winter.** Your lower body has more surface area than your upper body. The warm blood that leaves your body core will lose heat as it travels down your legs to your feet and back, where your core has to warm it up. If you are wearing the wrong pants, like cotton jeans with no long underwear, you'll get cold. Once you reach this point, your body will constrict the blood vessels going to your legs and feet to maintain your core temperature, making your legs even colder. As we discussed above, layering for your lower-half is also important. Start with long underwear as your skin layer. Then wear pants made of Polartec Fleece or insulated, lined jeans or something that helps insulate. Do not wear standard jeans. Jeans are cotton and do not help you stay warm. The final layer should be a wind barrier. Gore-Tex, Teflon, or nylon shell pants are great bottom layers. Also, snow pants or bibs often used for skiing are a good choice. Remember, you're trying to stay warm, not win a fashion contest!

The Head

The head layer. It is important to keep your head and neck warm. While most people know that humans lose a great deal of heat through their heads, people often neglect their necks. A hat, such as a wool cap, fleece hat or a balaclava is required to reduce the significant amount of heat loss from the head. Baseball caps do not provide adequate insulation. A **balaclava or HeadHugger** looks like a sock, sized for your head, with an oval hole in the side for your eyes. A neck gaiter is also a good way to help protect at the neck area. If you must wear a baseball cap, consider adding a **EarHugger Headband**. EarHuggers fit under your hat without changing the fit of your hat. EarHuggers help keep your ears warm by both blocking the wind and retaining body heat with Polartec Fleece lining.



HeadHugger

The Feet. How do we keep our feet warm

Depending on your plans for the day and the outside temperature, you should layer accordingly. If you are just running errands around town or are not planning to be outside very long, then wearing any FootHugger Comfort

sock will work great. If you are planning on spending most of your day outside or it is very cold, then consider layer them just like the rest of your body. First, put on a very light sock made of either polyester or silk. These are generically called liner socks. Second, goes on a heavier sock made of wool or Polartec Fleece. Naturally we recommend FootHuggers for better performance and comfort. Crew style is OK. Bootsock Knee-high is the best choice because it will cover your calves.

Now, if you selected wool socks, be sure your shoes are large enough to let you wiggle your toes and trap heat. If your shoes are too small for these layers, you'll compress the insulation making it less effective and your toes will be jammed together, so they'll get cold. **Always avoid cotton socks. Two or three layers of cotton socks are worse than one layer.**

High insulated boots are a good choice. Do not wear flip-flop or sandals and expect to stay warm. Wear footwear that does not absorb water. Better yet, wear shoes or boots that are waterproof. Also, if you are planning on playing in the snow, consider gaiters. Snow in your boots can ruin anyone's day. **BootHugger Gaiters** are simple and very effective. Naturally work well because they cover your ankles and calves. Whatever boots you decide on, don't over tighten them. **Always avoid cotton socks for your feet.**



BootHugger Gaiters

Keeping your Hands warm.

Here again, depending on your plans, dress accordingly. Wearing gloves that have offer good insulation properties and wind protection is always a good choice for Winter. **Do not wear cotton gloves.** To increase the performance of any gloves, trying adding an inner layer called a liner glove. These are often made of polypropylene and serve to keep hands dry and add insulation. Don't make the mistake of trying to cram your hand into a glove that's too small. You need airspace around your fingers to keep them warm. Mittens are more effective than gloves because your fingers are together, sharing available heat.

Another idea is adding a **WristHugger** to your wardrobe. WristHuggers are made of Polartec Fleece and cover your forearm from your knuckles back to your elbow. The WristHugger does two important functions. 1. Captures more body heat in the forearm allowing inner blood vessels to relax, thus expansion of the blood vessels, and thus more available blood to your fingers. 2.

WristHuggers physically block snow and cold air from attacking the gap between your jacket and glove. Since your wrist is one of your body's thermostats, keeping your wrist extra warm tells your body to send more blood. When your wrist is cold, your body constricts, reducing blood flow. Next Summer, on a hot day, hold your wrists under a cold water faucet for a minute. Your whole body will feel like someone turned on the air conditioning.



WristHugger

Elastic is not your friend.

Much of the clothing you wear has elastic. Manufacturers use elastic because it is a simple way to make their garments fit their customers. Today, many new "sports" socks have elastic across the instep to give support to the arch. But at what price to your body?

Basic rule: The tighter the fit, the less blood flows. It takes very little pressure to reduce or stop blood from flowing in your veins and arteries. When we wear socks with tight elastic tops that leave marks or dents in your leg, is it any wonder your feet and legs hurt. Your feet are cold. Blood delivers heat and nutrients all over your body. Dress smart for cold weather. Loose is better than tight. Use common sense.

The last word.

Fabric does not create heat. You do. The more physically active you are, the more calories you burn and thus generate heat. The more stationary you are, the less heat you generate. That's why you tend to get colder hunting or watching a sports activity. Wearing the proper clothing will greatly help you be more comfortable in any activity or weather circumstances. When ever possible, be physically active. As simple as walking will make a huge impact.

DRESS WARMLY - DRESS SMART!

Did You Know?

We have two websites: foothuggers.com and boothuggers.com

www.foothuggers.com

Focuses on our FootHuggers Socks and their many benefits

www.boothuggers.com

Our original website and includes our complete line of products

Upcoming Shows

Southern Christmas Show

Charlotte, NC
November 7 - 18

Autumn Festival

Shakopee, MN
November 8 - 11

Maryland Christmas Show

Frederick, MD
November 23 - 25

Michigan Christmas Show

Novi, MI
November 29 - December 2

Thanks for all your support and interest. Please forward this newsletter to a friend who might benefit from this information.

**Best Regards,
John & Sarah Tyree**

PS: Print the 1st page of this email for an extra \$2.00 discount at any of our shows!!

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