

Stay Cool, Dry, and Green with HydraFit Workout Towel

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Sequoia Fitness Products USA just launched its HydraFit Compressed Workout Towel at the 2009 Mr. Olympia show.

HydraFit is the use it wet, use it dry, wipe your bod, cool you down, clean your mess, keep in your gym bag, wash it or toss it workout towel.

The product fits in the palm of your hand and opens to a full size towel.

Supercooled features of Hydrafit include:

- Superabsorbent - Absorbs 9 times its weight in sweat or water
- Reusable and disposable; dirt cheap
- Can be used wet or dry
- 1 foot by 2 feet in length, compressed to 1.5 inch by 1/2 inch disc
- Biodegradable - made with 100% natural fibers
- No chemicals or polyvinyl alcohol (yeech) like in swimmers towels or tubed workout towels

"I really did not expect to run out of samples," says Matt Chalek, spokesperson for Sequoia Fitness Products USA. "I have always felt uncomfortable selling workout towels with PVA (polyvinyl alcohol) like Hydrix. The manufacturing process is toxic and I just can't see putting a chemically washed towel on my face. HydraFit towels are made from natural fibers and can be washed several times and are biodegradable. Plus, they absorb 9 times its weight in water, more than any other towel on the market."



HydraFit towels are designed for convenience and can be sold in gyms, fitness equipment retailers, sports nutrition stores, and sporting goods retailers. They are perfect gifts to help individuals get used to being clean and wiping down their equipment at low cost.

These are sold in 10-packs at \$0.75 a towel to retailers nationwide. These are great for sales or for promotional items, retailing at \$1.49.

For more info, please contact Matt Chalek at info@sequoiafitness.com or visit the HydraFit web page at <http://sequoiafitness.com/hydrafit.html>

Sequoia Fitness Products USA is the worldwide leader in development and sales of personal body fat calipers and other fitness accessories. Its brands include Warrior, Defender, and MetaCal Body Fat Calipers; OrbiTape Body Tape Measures; Tonus and Tonus PE BMI and Body Fat Calculators; HydraFit Compressed Workout Towels; and soon-to-be-released Heat Wave Instant Reusable Heat Packs.