

# HEALTH ALERT!

## What To Do When The Heat Is On

(NAPSA)—Here's a fact that may make some people feel hot under the collar: The average person produces enough sweat each day to fill about one quart (or a small milk carton)—and this number spikes during the summer months, especially in humid conditions.

With summer's rising temperatures comes sweat and body odor. This can pose the problem of how to keep sweat to a minimum and stay cooler in summer months.

Although sweat can be embarrassing, it is necessary as it regulates body temperature by keeping the body cool and preventing it from overheating.

Surprisingly, sweat is odorless. The body odor occurs when sweat mixes with bacteria on the skin.

"Although sweating is necessary, most people like to keep sweating to a minimum and prevent the odor associated with perspiration," says Mark Davis, sweat expert and researcher for Procter & Gamble's Old Spice®. "Thus, we've developed some very effective antiperspirants and deodorants, like Old Spice Red Zone®. We spent five years developing the Red Zone antiperspirant technology and we think it's the strongest form of wetness protection ever made for guys—especially important for the 37 percent of men who consider themselves 'heavy sweaters.'"

In addition to using an antiperspirant/deodorant daily, following are some recommended tips to enjoy a sweat-free season:

- **Water, Water, and More Water**—Drink plenty of fluids. Experts recommend at least eight to 10 glasses of water per day.

- **Choose Cotton**—Wearing clothing that breathes easier, such as cotton, can keep sweating to a minimum and actually make you feel cooler. Avoid materials that



**It's important to drink plenty of fluids during the warm weather. They can help replace the nearly one quart of water most people lose to perspiration every day.**

encourage perspiration, such as polyester and nylon, as well as dark colors.

- **Refresh Often**—Refresh your body often with a cool towel. Old Spice recently introduced Cool Contact Refreshment Towels for men—a disposable towel that wipes away dirt, sweat and odor, anytime, anywhere.

- **Replace Salt and Minerals**—Sweating removes salt and minerals from the body. If participating in a strenuous activity where you anticipate heavy perspiration, drink fruit juices and sports beverages to replace the lost minerals.

With these simple tips, you can stay cool and enjoy the warm days and nights.

To learn more about keeping cool this summer, visit [www.scent.com](http://www.scent.com).