



**For Immediate Release**

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**Insect Shield® Cooling Dog Apparel Combines Innovative Jade-Infused Climate Control and Repellent Technologies to Reduce Seasonal Overheating and Bug Bite Risks**

SEATTLE, WA – With an abundance of beautiful weather in full swing, summer is the time to enjoy endless outdoor pursuits with furry friends in tow. However, the season also brings inherent threats that pose dangers to pets — extreme temperatures and vector-borne diseases. The new Insect Shield Cooling Gaiters and [Tanks](#), featuring built-in repellency and cooling technologies can help reduce these dangerous seasonal risks.

Lyme disease is one of the fastest growing epidemics to date, with numbers of US human cases reported per year skyrocketing to an estimated [329,000](#). According to the Companion Animal Parasite Council™ [CAPC](#), [Lyme](#) is the most prevalent vector-borne disease in dogs, with one in 19 currently testing positive. [Heartworm](#) cases have also been reported in all 50 states with the CAPV data showing one in 80 dogs testing positive in 2019.

**About Jade-Cool™ Technology**

Insect Shield jade-infused fabric in the new Cooling Gaiters and Tanks not only ward off dangerous insects such as mosquitoes, ticks, flies and fleas, but also help keep dogs cool even in hot, humid conditions. Infusing ground Jade stone powder into fabric fibers results in a cool feeling material with a lower temperature than the wearer’s body. Jade’s excellent thermal conductivity also enables the fabric to absorb excess heat in order to create a cool, dry and comfortable effect. In humid conditions when moisture is present, jade quickly and efficiently releases excess heat yielding an ever-present cool-to-the touch fabric temperature for optimal comfort. Lastly, Insect Shield’s JadeCool fabric is moisture-wicking and quick to dry offering a further enhanced cooling effect that lasts the lifetime of the product.



**Insect Shield Cooling Tank MSRP: \$19.99**

**Insect Shield Cooling Gaiter: MSRP: \$12.99**

“Summer can be a dangerous time for our pets, especially when the mercury is on the rise. Because of their fur coats most dogs simply are not able to thermoregulate easily” explains Dr. Katy Nelson, DVM, Belle Haven Medical Centre.

“Keeping pets indoors, walking early in the day or late at night, never leaving them in a hot car, and using products like Insect Shield® Cooling Mesh Tanks and Gaiters can help keep our pets protected this summer, adds Nelson.”

In addition to the new JadeCool products, the [Insect Shield® for pets collection](#) includes a full range of bandanas blankets and more. To learn more and preview the entire Insect Shield for Pets assortment visit Super Zoo Booth #3155.

**About Insect Shield® Technology:**

Insect Shield Repellent Apparel and Gear are revolutionary products designed to provide long-lasting, effective and convenient personal insect protection. The durable protection provided by Insect Shield is the result of years of research and testing. In July 2003, Insect Shield Repellent Apparel was registered by the United States Environmental Protection Agency. Insect Shield Technology is utilized by 75+ leading lifestyle brands, work wear distributors and International relief organizations across the globe to provide effective protection against insects and the diseases they can carry. Insect Shield is an approved vendor of the US Army and US Marine Corps and approved for distribution in 46 countries. For more information visit, [insectshield.com](http://insectshield.com)

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