

FAQ'S...

What is COOLMOVE brand philosophy about ?

We believe in, sports enthusiasts who refuse compromise when it comes to capturing sports results, know that every running move (stride length) matters.

Our brand's education message is that every sports enthusiasts should regularly hydrate skin's function - protecting the skin from stress factors, which can have negative effects on your peak performance.

Hydrating formula, is the core protective function at the heart of every COOLMOVE range. Unrivalled brand experience to cooling down the essential parts of your body anatomy. Recommended for professional athletes in endurance sports and sport active enthusiasts who are concerned about good health and hygiene care regime.

The key features of COOLMOVE ?

COOLMOVE key features are to PREPARE and PROTECT your SKIN that demands relief. To aid performance in the BALANCE of feet DEHYDRATION: a way of maintaining HYDRATION of the skin while also providing COMFORT which can make a real difference to performance.

The brand fuses SCIENCE and BOTANICAL to give unbeatable performance, so skin stays HEALTHY and PROTECTED against environmental aggression. Instantly MOISTURISES and SMOOTHES your skin, works with the skin whilst letting the skin breath. Overall, giving your feet the BALANCE of ENERGY and HYDRATION.

Why does dehydration factor has damage effects on our skin's surface protective layer ?

Humans are 70% WATER the rest is physical performance, the body's skin structure defence mechanism depends on water. We can loose up to half a litre of water or more every day through SWEAT.

Sweat is composed of water and minerals (water evaporation on the skin's surface protective layer). Dehydration is caused by body's accelerating Sweat Rate intensity varies during individuals sports activity performance levels. When the skin's surface protective layer (hydrating defence mechanism) lacks water and minerals (nutrients) these factors can contribute to skin feeling more rough and uncomfortable.

Sweat Rate depends on a number of factors:

Influenced by exercise intensity, duration, environment conditions and the type of apparel clothing and footwear.

Individual body characteristics for example mass body weight, genetics, heat acclimatisation and fitness levels will influence.

Rapid, higher performance running enthusiasts will tend to sweat more and sooner then low intensity runner's, inevitably causes greater skin dehydrations





Why use skincare regime with Hydrating formula ?

Formula that's designed to keep you cool when the skin's temperature heats up. Healthy skin naturally repairs itself. But many factors of dehydrated skin can leave skin feeling rough, dry and uncomfortable.

Our fast active Hydrating formula promoting the proper environment skin needs to repair itself with vital nutrients (active ingredients and essential vitamins). It's easily absorbing formula instantly hydrates and re-energises the skin. Smooths the rough feeling of dehydrated skin. Reinforces skin's own natural defence mechanism with conditioning moistures in a non-greasy absorbing texture. Which leaves the most sensitive skin smoother, supple and more comfortable.

Iconic sports footcare brand ?

Your feet play prominent part of your everyday sports.

In the past you wouldn't find professional athlete's paying attention to their feet. In today's fast moving trail conditions it's practically mandatory. It's seen vital.

You simply can't run your best without good healthy condition feet. Your feet are the pillars for all your running movements, no matter what level your performance.

COOLMOVE designed this in mind to become an icon to match your sports and performance. Inspired by running sports apparel clothing, footwear and must-have accessories.

The new trend-setter, sports brand significantly promotes re-hydration during physical sports activity and recovery. To keep your skin in tip-top condition.

What is the science thinking behind skin footcare regime ?

Epidermis (outer surface layer of the skin) can be up to 10 times thicker on the hands and soles of the feet.

COOLMOVE hydrates and re-energises the skin. Energises by stimulating cell metabolism, which helps maintain the skin's pH balance. Reinforces the skin's own natural hydration protection.

The deep-penetrating action of COOLMOVE series footcare sets this apart from normal conventional solutions, as it also stimulates the skin cells and improves enzymatic activity and oxygenation, key factors in tissue physiology.

Skin makes up an amazing 16 per cent of our body weight.

COOLMOVE your second skin defence to staying HYDRATED.

Get ready to enjoy the challenge ?

At Blue Rhino Sports Products, we see sports "running" as an agent of change to enjoy a more healthy well-being lifestyle.

Running is one of the best forms of exercises' - it makes your body move - it's excellent for the heart and lungs, improves blood flow and builds endurance.

Sports enthusiasts completing our challenge for Healthy Sports Feet, whereby individuals will achieve a real sense of change to thinking more healthier about protecting their feet with daily skincare conditioning.

In our consumer base who purchases skincare footcare products ?

We get referrals from physiotherapists, podiatrist, chiropractors, massage therapists, sporting clubs, athletic coaches, but mostly from satisfied customers, who can benefit from our brand range. Our focus is on attracting the specific sports enthusiasts of consumer segmentation that purchase "off-the-wall", foot related retail products. Many customers notice a significant difference in their well-being after just one day.

Where can you buy the products from ?

Blue Rhino Sports Products, the COOLMOVE series range of products are available on-line at www.bluerhino-group.com.

The product range is also available at selected (exclusively) network of Authorised Dealers, who we entrust with professional service of our product range. From running stores, triathlon stores, cycling shops, sporting-goods stores and on-line websites.