

Cool.

Hip.

Dry.

Comfort.



Cool, hip, dry sleepwear,  
loungewear and intimates



## About NiteSweatz

### ***What is NiteSweatz?***

NiteSweatz is a line of cool, hip, thermo-regulating sleepwear, loungewear and intimates that wicks moisture and keeps bodies comfy and cool as temperatures rise.

### ***Who wears NiteSweatz?***

- Warm-natured women seeking comfortable, stylish loungewear
- Hot sleepers who perspire at night due to climate or housing conditions
- Pregnant and nursing women who have night sweats due to hormone fluctuation
- Perimenopausal/menopausal women and chemotherapy patients affected by hot flashes and night sweats
- Those with autoimmune disorders who use medications that cause night sweats
- Obese women suffering from increased body temperature

### ***What makes NiteSweatz so great?***

- They're transitional! Pieces can easily go from sleeping and lounging to yoga class and doctor appointments
- They're travel-friendly! They're light, wrinkle resistant and can be washed and dried easily
- They're stylish! Designs range from lacy and sexy to modest and practical in seasonal colors and styles
- They're technologically advanced! Thermo-regulating fabric cools when it's warm and warms when it's cool

### ***Where can NiteSweatz be purchased?***

NiteSweatz are available at Intimacy stores and other fine retailers nationwide. They can also be purchased online at [www.nitesweatz.com](http://www.nitesweatz.com). Suggested retail prices range from \$18 to \$152.

For more information visit [www.nitesweatz.com](http://www.nitesweatz.com).

**Media Contact:** Kristen Tate – [kristen@kristentate.com](mailto:kristen@kristentate.com) • 646.452.8747



## About NiteSweatz Moisture-Wicking Fabric



### *Here's how the fabric works:*

NiteSweatz fabrics introduce a permanent moisture transport technology as a result of a complex chemical process that grafts a moisture-seeking (hydrophilic) molecule to the surface of the moisture-repelling (hydrophobic) fibers. Each molecule draws moisture away from its neighboring molecule, spreading the moisture over as wide a surface area as possible, which speeds up evaporation. The result is a dry, warm, soft, silky fabric – perfect for luxurious sleepwear, loungewear and intimates!

NiteSweatz fabrics also have antimicrobial properties. By keeping the fabric dry, it denies bacteria the breeding ground it requires to develop. NiteSweatz also have soil-resistant properties. Dirt rests on a bed of hydrophilic molecules keeping it away from the core. The hydrophilic molecules attract and draw water and soap under the dirt allowing it to be easily lifted.

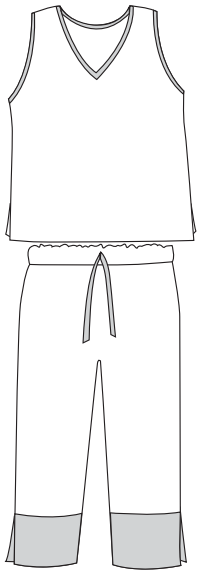
NiteSweatz should be cared for by washing in cold water with like colors and tumbling dry on a low setting. No bleach, fabric softeners or dryer sheets needed.





For more information visit [www.nitesweatz.com](http://www.nitesweatz.com).

**Media Contact:** Kristen Tate – [kristen@kristentate.com](mailto:kristen@kristentate.com) • 646.452.8747

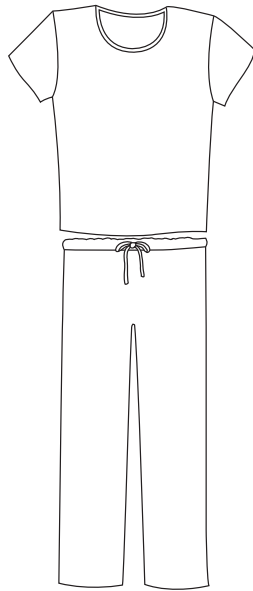
# NiteSweatz™ Sleepwear

## Yoga-Cami Set



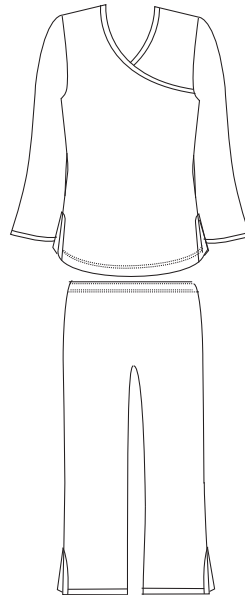
-  810 choc/denim
-  812 graphite/denim
-  807 denim/graphite
-  811 cranberry/graphite




## Pant-Tee Set



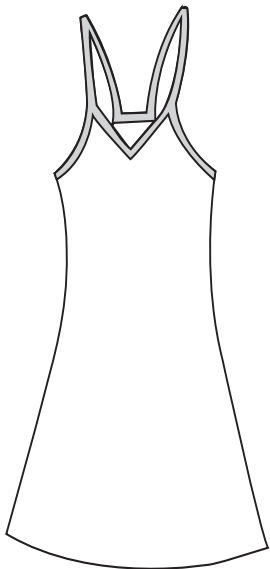
-  685 - chocolate
-  002 - black








## Mandarin PJ Set



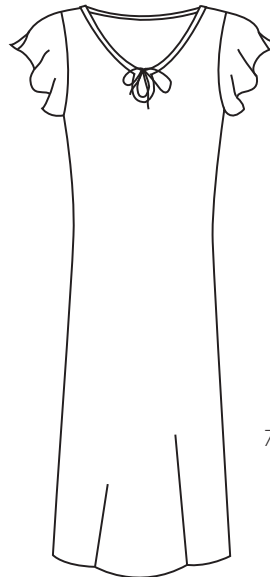
-  810 choc/denim
-  807 denim/graphite
-  811 cranberry/graphite






## Chemise



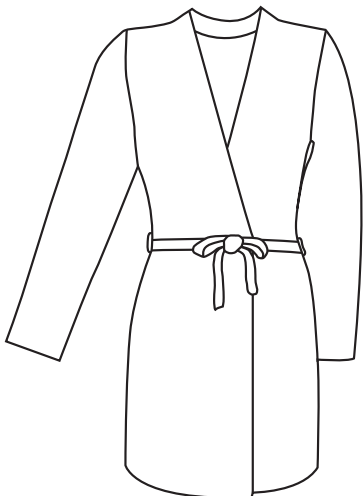
-  738 black/mocha
-  731 black/teal
-  732 teal/chocolate
-  810 choc/denim
-  807 denim/graphite
-  812 graphite/denim
-  728 - cranberry







## Flutter Sleeve Long Gown



-  002 - black
-  685 - chocolate
-  728 - cranberry
-  729 - teal
-  689 - pink






## Cover Up Robe



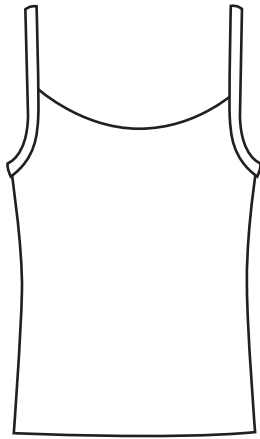
-  002 - black
-  685 - chocolate
-  728 - cranberry
-  729 - teal
-  807 - denim
-  806 - graphite

## Pillow Case Embroidered with tone-on-tone logo.

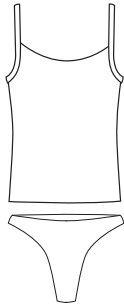


-  759 - mist
-  683 - blue
-  689 - pink
-  098 - ivory
-  806 - graphite

# NiteSweatz™ Daywear



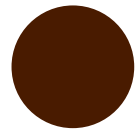
**Support Cami**



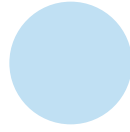
Shown here  
with Thong



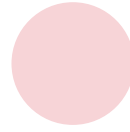
002 - black



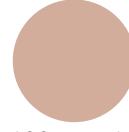
685 - chocolate



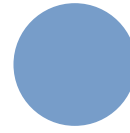
683 - blue



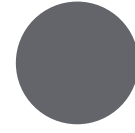
689 - pink



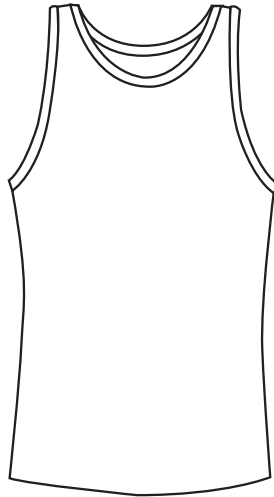
699 - mocha



807 - denim



806 - graphite



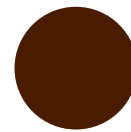
**WB Tank**



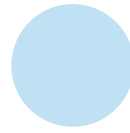
Shown here  
with Boy Shortz



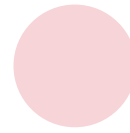
002 - black



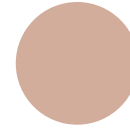
685 - chocolate



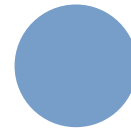
683 - blue



689 - pink



699 - mocha

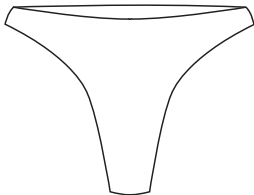


807 - denim

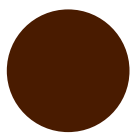


806 - graphite

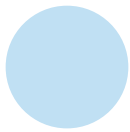
**Thong**



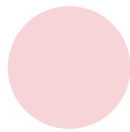
002 - black



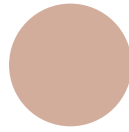
685 - chocolate



683 - blue



689 - pink



699 - mocha

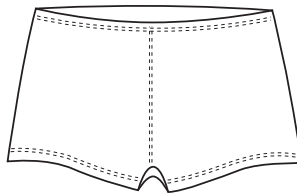


807 - denim

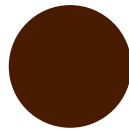


806 - graphite

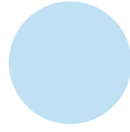
**Boy Shortz**



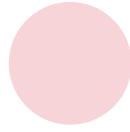
002 - black



685 - chocolate



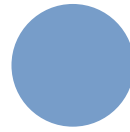
683 - blue



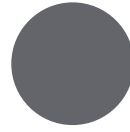
689 - pink



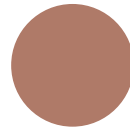
699 - mocha



807 - denim



806 - graphite

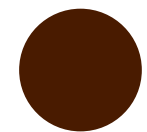


762 - coffee

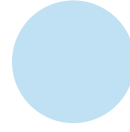
**Full Brief**



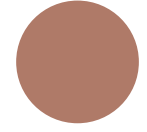
002 - black



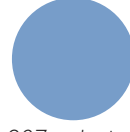
685 - chocolate



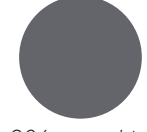
683 - blue



762 - coffee



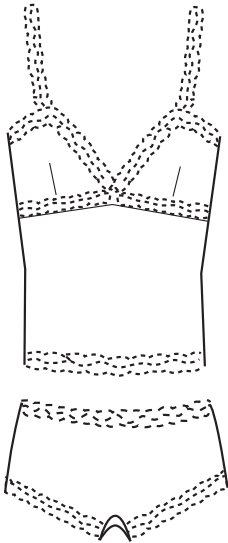
807 - denim



806 - graphite

# NiteSweatz™ Lace

## Cami-Boyshort w/Lace



745 teal/pewter



772 coffee/choc



747 forest/pewter



746 cranberry/pewter



751 chocolate/black

## Lace Pant/Top Set



745 teal/pewter



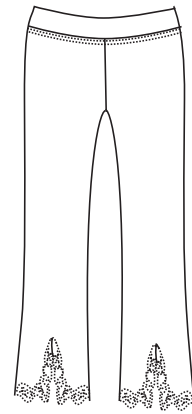
746 cranberry/pewter



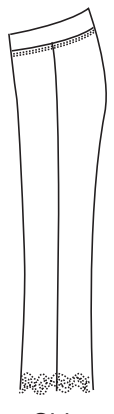
751 chocolate/black



750 mocha/black

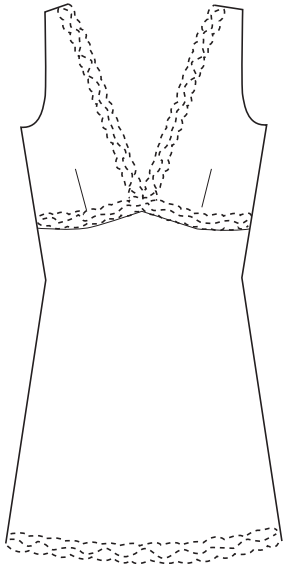


Back



Side

## Chemise w/Lace



745 teal/pewter



813 denim/pewter



750 mocha/black



747 forest/pewter

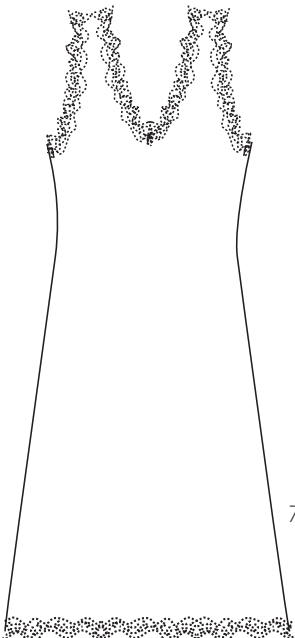


746 cranberry/pewter



751 chocolate/black

## Lace Tank Gown



745 teal/pewter



813 denim/pewter

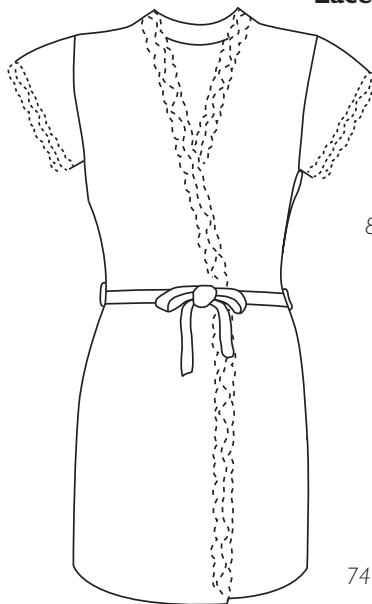


746 cranberry/pewter



751 chocolate/black

## Lace Wrap



813 denim/pewter



747 forest/pewter



750 mocha/black



751 chocolate/black



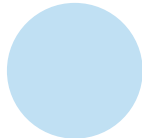
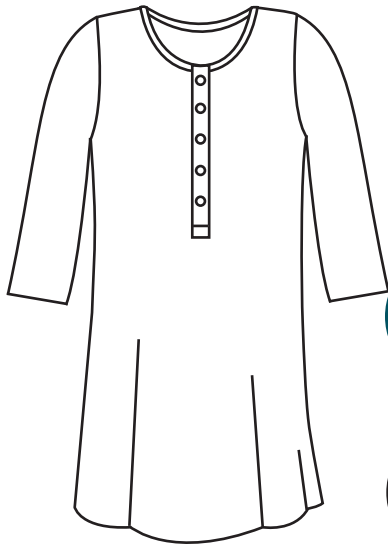
746 cranberry/pewter



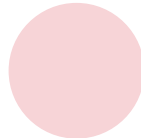
772 coffee/choc

# NiteSweatz™ Loungewear

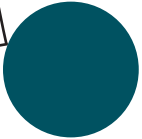
## Sleepshirt



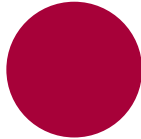
683 - blue



689 - pink



729 - teal



728 - cranberry

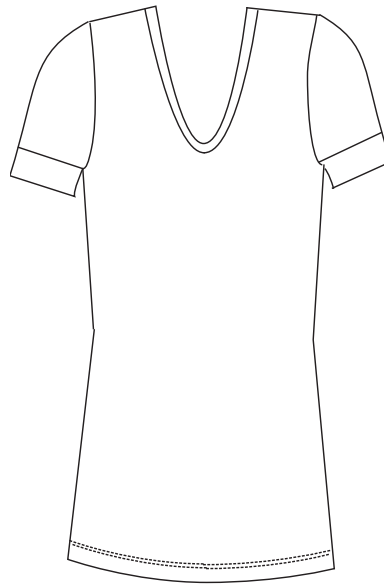


002 - black



685 - chocolate

## V-Sleepshirt



810 choc/denim

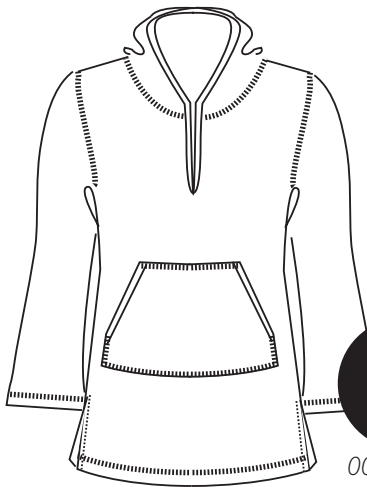


809 denim/graphite



811 cranberry/graphite

## Hoodie



002 - black



807 - denim



806 - graphite



685 - chocolate



730 - forest

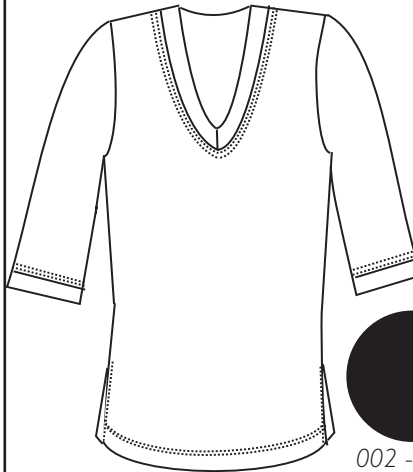


729 - teal



728 - cranberry

## Tunic



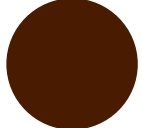
002 - black



807 - denim



806 - graphite



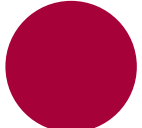
685 - chocolate



730 - forest

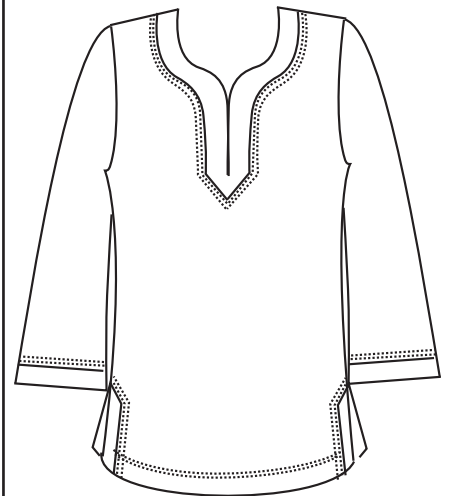


729 - teal



728 - cranberry

## Caftan Top



810 choc/denim



812 graphite/denim



811 cranberry/graphite



809 denim/graphite

## Pants



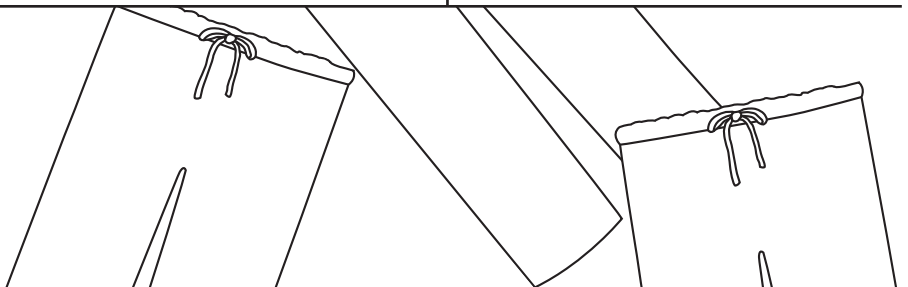
002 - black



806 - graphite



685 - chocolate





## LESLEY HATFIELD

NiteSweatz Founder

NiteSweatz was realized when Lesley Hatfield, an exercise physiologist and licensed personal trainer, had a long-time client complain of night sweats due to perimenopause. Realizing the effectiveness of moisture-wicking fabric, she suggested her client sleep in her running gear. The rest is cool, dry history.

Since 2004, NiteSweatz thermo-regulating sleepwear, loungewear and intimates have been cooling ladies around the world with Lesley's sharp, strategic oversight. Lesley pioneered the "technology sleepwear & intimates" category with personal funding and has consistently grown NiteSweatz 30 percent annually ever since.

Lesley is passionate about personal health and the connection between restful sleep and overall wellness. It's very fitting that her motto is "Peace!" as she thrives on sharing inspiring information, products and energy for personal growth and wellbeing.

Before founding NiteSweatz, Lesley served as Program Coordinator for the Atlanta Athletic Club, where she built a loyal client base of both professional and non-professional athletes. In 1998, she founded Fitworks Inc., a wellness consulting company that promoted health and fitness in corporate America through 20-minute fitness breaks, personal training, fitness classes and seminars, health screenings, massage and fitness center design.

Lesley's infectious positive personality could be seen as a regular guest on CNBC's "The Big Idea with Donny Deutsch." She has also been personally featured by outlets such as Entrepreneur magazine, Atlanta Magazine, CBS News, Renew magazine and Washington Business Journal.

Lesley lives in Atlanta with her husband and son.

For more information visit [www.nitesweatz.com](http://www.nitesweatz.com).

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# NiteSweatz<sup>zzz</sup>

AS SEEN IN 'O' MAGAZINE



EXCLUSIVE  
FIRST INTERVIEW  
from the  
WHITE HOUSE

THE O  
MAG

MICHELLE  
BRANNI

THE FIRST LADY opens her home  
(including Oval Office)



Got night sweats? This lingerie wicks away moisture (nitesweatz.com; myintimacy.com for stores).

When I turned 50, my body decided to attack my soul. Sleep? A foreign concept. Hot flashes? How about ten an hour? It got so bad my husband set up a portable fan next to my desk. When I was lucky enough to fall asleep at 4 A.M., bam—drenched. No more sleep.

Fogginess? I felt as if I had moved to London emotionally and mentally.

Marjorie Pollard-Smith  
CHICAGO

26 APRIL 2009

\$4.50



NiteSweatz<sup>zzz</sup>™ AS SEEN IN  
PAULA DEEN'S MAGAZINE

PAULA DEEN'S SPECIAL COLLECTOR'S ISSUE

# Paula Deen's Christmas™



### 5 Nite sweats

She'll rave not rant about these NiteSweatz. It's a line of pajamas, daywear, and intimates that wick moisture away from women's bodies making them more comfortable; Lace pant tunic set, \$146; [nitesweatz.com](http://nitesweatz.com) or 800-611-0069.

RECIPES,  
TIPS & IDEAS



www.pauladeenmagazine.com

# NiteSweatz<sup>zzz</sup>

AS SEEN IN  
HEALTH MAGAZINE

# Health

Looks good on you

## You Can Love Your Body

Find out how on page 138

## Diet Myths, Busted

Test your food IQ

## Fake Tanners That Really Work

## Is Your Home Summer-Safe?

10 simple solutions for bugs, baths...

### Fashion Rx

### Stay-cool sleepwear

Ever wake up in the middle of a hot summer night drenched in sweat? Pajama makers have solved the sticky situation with fabrics designed to wick away wetness while you sleep. We sent a few choices out to sweaty sleepers for a test drive.

NiteSweatz sleepwear (\$60–100; [www.nitesweatz.com](http://www.nitesweatz.com)), made from NiteSweatz' patented material, also passed our perspiration test. "I was skeptical at first," says a tester who blames her sweaty nights on PMS. "But these pajamas kept me cool and dry till morning."

June 2005

Health.com  
AOL Keyword: HealthMag  
\$3.50 US \$4.99 CAN



Flavor

Feeling

Moving

Living

Looks



# THE WORD'S GETTING OUT!

NiteSweatz™ Sleepwear as featured by:

