



FootHuggers Comfort Socks Newsletter

- September 2008 Issue -

www.foothuggers.com

Congratulations to Leah Wood from Baton Rouge, LA!

Leah is the September winner of a free pair of socks in our monthly drawing. Each month, we draw one name from our email list and that person receives a FREE pair of FootHuggers Comfort Socks of their choice.

Since you have joined our mailing list, you are automatically entered in this drawing every month!

Winners are excluded from future drawings for 6 months.

Quote of the Month

"Hi there. I just wanted to tell you about this - I would never have believed it, but...

I ride with an equestrian group. Our uniform for official functions (parades, etc.) is black western boots, black jeans, long sleeved shirt and black cowboy hat. Not exactly a cool outfit on a hot summer day. But there we were, riding in the Cheyenne (Wyoming) Frontier Days Parade. It was about 93 degrees in the shade. I hadn't done laundry in a while and all my boot socks were dirty - except the FootHugger Bootsocks. Okay, we'll give them a try. So there I was, in uniform with my knee-high FootHuggers thinking this was really going to be warm. Wow, I was impressed! Even in the black boots my feet were comfortable - not to mention my lower legs! They even added a little massaging effect to my legs to help ward off any problems while sitting in the saddle for several hours.

Thanks for your socks. They really saved the day! By the way, we have another function coming up this weekend. This time it will be all day in the saddle, with temps expected near 90. My FootHuggers are clean and ready to

go. Wouldn't dream of wearing anything else!"

Sincerely,
Susie @ Moonglow Meadows
Home of Achilles Heel, MG Raskal and MG Murphy's Girl

\$\$ SHOW COUPON \$\$

Clip this coupon! Believe it or not, every month's newsletter represents an opportunity to save money on any of our products at an upcoming show in your area. Simply print the 1st page of this newsletter and bring it to any of the shows listed below. You will receive an additional \$2.00 off your purchase, in addition to any other show specials available. Therefore, if you are planning to attend a show - **PRINT THIS PAGE!**

Heating Costs Predicted to Soar this Winter

Unless you have been living under a rock these days you are painfully aware that everyone will be paying more for heating our homes this Winter. Adding insulation to the attic, replacing drafty windows, checking caulking around doors and windows are all good ideas. A few dollars spent improving your homes ability to retain heat saves you big money over the long Winter ahead. As a previous home energy auditor, I know that taking action now before Winter arrives is smart. Also, check your smoke detectors batteries and be sure to use a carbon monoxide detector in you home. Be safe as you try to conserve.

But what about your personal attire. How can you improve your comfort when the weather turns cold and everyone is keeping the thermostats low. Well, you need to pay attention to some basics about your body. Here are some tips:

1. **Keep dry next to the skin.** It takes up to 7 times more energy to warm your body when you are wet/damp than when you are dry. Therefore, being dry is the key.
2. **Don't wear tight clothing.** The only way your hands, arms, legs and feet stay warm is through blood circulation. If you wear clothing that is tight, you are squeezing your veins and reducing their full size, thus reducing their ability to deliver warm blood. If your clothing is leaving marks on your skin, it is probably too tight.
3. **Layer clothing.** Layering has long been a good idea in help you to stay comfortable as your environment changes throught your busy day. If you are

getting chilled, add a layer. If you are too hot, take a layer off. But layer with the right materials.

4. **Wear fabrics that are thermally efficient.** Not all clothing is created equal. In the Summer, wearing cotton is OK. In the Winter, wearing cotton can be a big mistake. The best system includes three main layers: 1. Skin layer, 2. Middle layer, 3. Outer layer.

The skin layer, (1) needs to wick moisture away from your skin and must feel soft and comfortable. This top and bottom layer is the most critical component of a layering system. Long underwear serves two purposes: first, to trap a layer of warm air next to your skin; second, to wick away the perspiration your body produces during activities. **Polypropylene or name brand polyester-based underwear is required. Do not buy cotton - it must be synthetic.** These modern synthetics are nonabsorbent, so they stay dry next to your skin. And they do a superior job of wicking away moisture before it can soak and chill you. If you must have natural fibers, silk is a natural alternative to synthetics. Silk will not absorb moisture and allows other layers to easily slide over it.

The middle layer (2) provides insulation. This layer affords you the most versatility as your activity intensifies or temps fluctuate. Acceptable fabrics for this layer include wool or synthetics. **Fleece or "Polartec" is by far the best performing mid layer you can buy.** Fleece comes in many different styles and is rated in accordance to how densely knit the fibers are. Microfleece is tightly knit and offers good wind protection and warmth. If you are looking for more insulation, fleece with a rating of 300+ offers greater density thus more air space to capture heat. Higher rated fleece is not as windproof as microfleece. Dress according to your activity level and the outside temps. Use lighter materials when you are physically active. Heavier material when you are more stationary.

The outer layer (3) is focused less on warmth and more on staying dry. This is where Gore-Tex, Ultrex and other variations come into play. GORE-TEX is a water and windproof fabric that allows for venting of internal heat. Several companies have their own version of the technology. Some coats come with a variety of features, such as full hoods and pit zips to vent heat. A Gore-Tex shell is the premium waterproof upper layer but nylon or Teflon coats offer good protection with slightly less venting ability. A PVC or plastic coated rain jacket will not breathe, nor will a nylon jacket repel rain for long periods of time. A wind breaker is designed to keep the wind off when it's not raining. A raincoat is too heavy to serve as a windbreaker. If you own a more technical piece of clothing that you know will repel water and breathe well enough to serve as a windbreaker, you may bring only one jacket. Unless you have been living under a rock these days, you are painfully aware that everyone will be paying more for heating our homes this Winter.

Upcoming Shows

Norsk Hostfest

Minot, ND

Reykjavik Hall, across from performance stage

www.hostfest.com

September 30 - October 4

Autumn Festival

Sioux Falls, SD

Sioux Falls Convention Center

October 10-12

The Big One

Fargo, ND

Fargo Civic Center

October 17-18

An Affair of the Heart

Oklahoma City, OK

Centennial Building, Oklahoma State Fair

October 24-26

The Big One

Minot, ND

North Dakota State Fair Facilities

October 31 - November 1

Thanks for all your support and interest.

*Please forward this newsletter to a friend
who might benefit from this information.*

Have a Great Day!!!

***Remember: Print the 1st page of this email for an extra
\$2.00 discount at any of our shows!!***