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# PRESENTATION UNDER SHIELD

PROUDLY MADE IN ITALY









## THE UNDER SHIELD IDENTITY.

- Simple but distinctive mark
- Solid and simple lettering
- Simple pay-off but in line with the brand direction.







TECHNICAL UNDERWEAR

**TECHNOLOGIES**



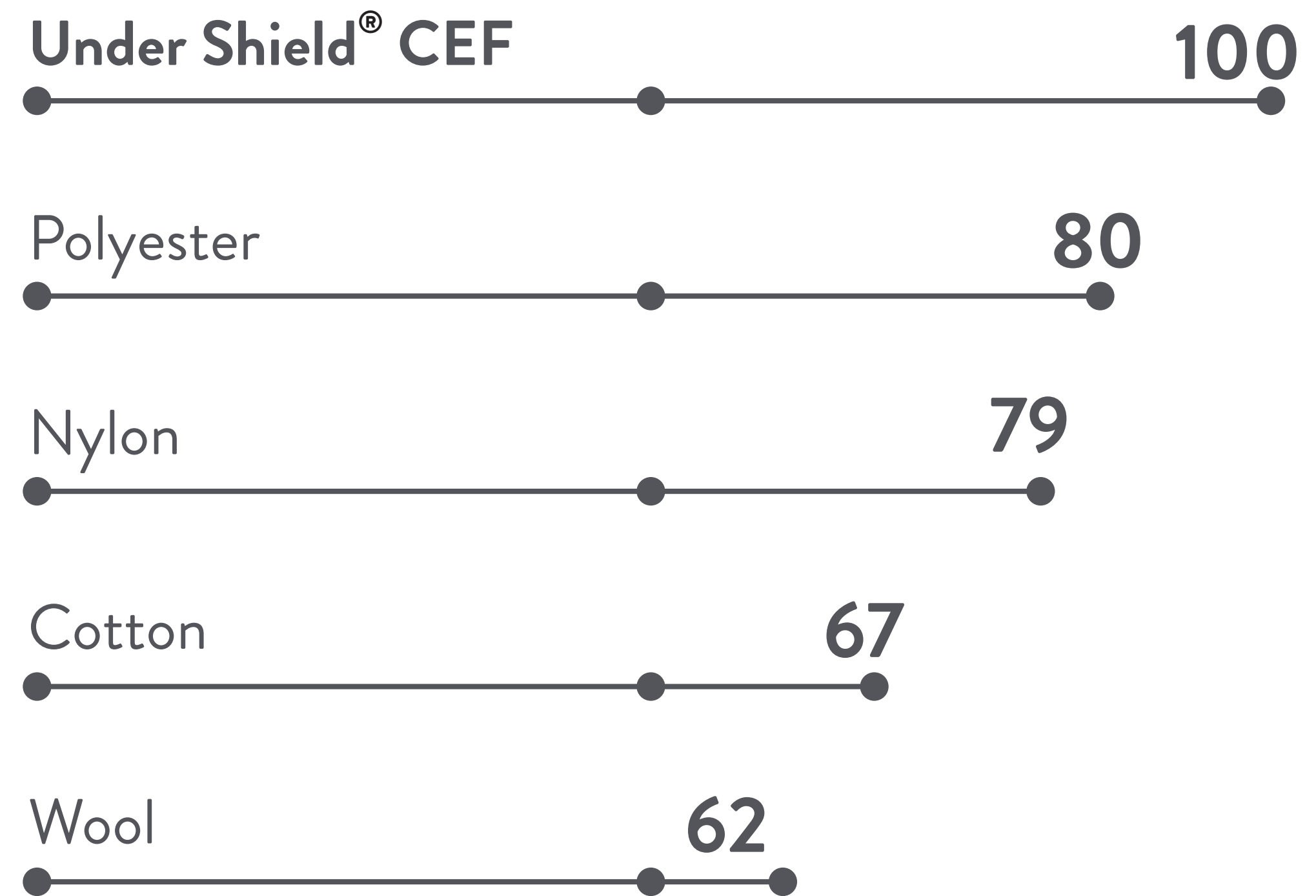
## UNDER SHIELD: A NEW FRONTIER OF SPORT.

Together, **Carbon Energized Fiber C.E.F.** and **Dryarn®** are a highly-performing, lasting combination. Each material perfectly complementing the other, the result is unparalleled comfort, performance and practicality.

**Lightweight, insulating and breathable**, the combination of Carbon Energized Fiber and the Dryarn® polypropylene is the best ally for peak performance during intense workouts, or even during everyday activities.



## INDEX OF SWEAT EXPULSION





## MOISTURE ABSORPTION

**Under Shield® CEF 0.13**

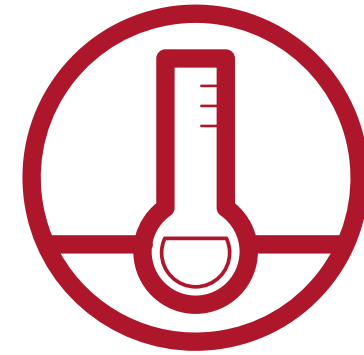
**Poliester 0.72**

**Nylon 2.10**

**Cotton 7.30**

**Wool 13.90**

## *BENEFITS FOR A BETTER WORKOUT*



### **TEMPERATURE STABILIZATION**

When wearing **Under Shield®** garments, the fluctuation in body heat caused by physical activity is **three times less** volatile compared to polyester garments, maintaining a steady, comfortable temperature.



## *BENEFITS FOR A BETTER WORKOUT*



### **LOWER HEART RATE**

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**Carbon Energized Technology** can lower an athlete's heart rate by **4 beats per minute** compared to polyester.



## *BENEFITS FOR A BETTER WORKOUT*



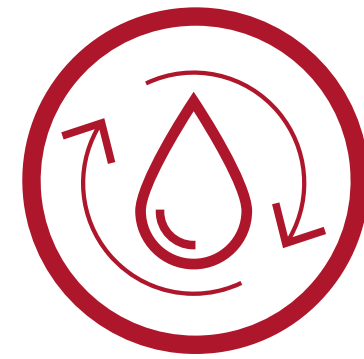
### **BETTER BREATHING**

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**Under Shield®** garments help improve respiratory efficiency, **reducing oxygen** intake requirements **by 3 liters per minute** on average.



## *BENEFITS FOR A BETTER WORKOUT*



### **LACTIC ACID**

Fabric with **Carbon Energized Technology** can reduce the production of lactic acid in capillary blood by up to **12%** compared to other garments.



## FABRIC PROPERTIES

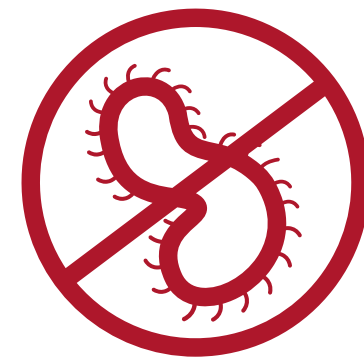


### SEAMLESS

**Seamless** garment **construction** protects the body and supports muscles in strategic points while leaving you unrestricted and free to move in every direction.



## FABRIC PROPERTIES



### ANTI BACTERIAL

The wicking of sweat away from the body **keeps skin dry**, ensuring that **bacteria don't build up**, thanks to the unique composition of **C.E.F. fabric**.

## FABRIC PROPERTIES



### ANTISTATIC

Protects against **electrosmog** and **UV rays**, and stops electrical charges from being unloaded onto the body, thereby minimizing muscle contractions, cramps and fatigue.



## FABRIC PROPERTIES



### BREATHABILITY

**Under Shield®** garments wick sweat away from the skin, drawing it along the material's fibres. Once perspiration reaches the surface of the fabric, it evaporates quickly and efficiently.



THE FEEL GOOD MICROFIBRE  
**Dryarn**<sup>®</sup>  
BY AQUAFIL

**Prolen**<sup>®</sup>

## ECOSUSTAINABLE FIBERS

Our Dryarn<sup>®</sup> and Prolen<sup>®</sup> fibers are **Ecosustainable** for a better world. The Under Shield<sup>®</sup> family has decided to take an **Ecosustainable path** by **carefully choosing** their own fibers and the entire production cycle, reducing to the minimum the usage of electricity for production.

We care a lot about our environment that's why we behave and produce our underwear with the most respect for nature in order to preserve it the way we inherited it for our future needs.

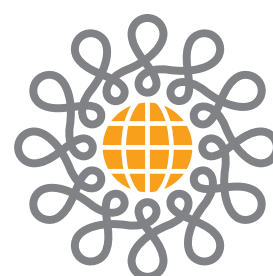
**DRYARN<sup>®</sup>, PROLEN<sup>®</sup> YARN** and its productions do not pollute the environment (water, air or soil). During the production of our underwear only a **small amount of water is used**.

Use the **lowest temperature**, or less energy (up to 45%).

**No pesticides or toxic dyes** are used to produce our garments.



**OEKO-TEX®**  
CONFIDENCE IN TEXTILES  
**STANDARD 100**  
**0906343.0 CENTROCOT**



Testato per sostanze nocive.  
[www.oeko-tex.com/standard100](http://www.oeko-tex.com/standard100)

## OEKO-TEX STANDARD 100

Our product, who are **skin-contact garments**, have passed strict tests and we can say that Under Shield has nothing harmful for our body.

**Oeko-Tex® Standard 100** is the most widespread **human-ecological certificate** in Europe and in the world, independent and uniform internationally.

Our **Under Shield products**, subject to Oeko-Tex® certification, **do not contain or release substances that are harmful to human health.**



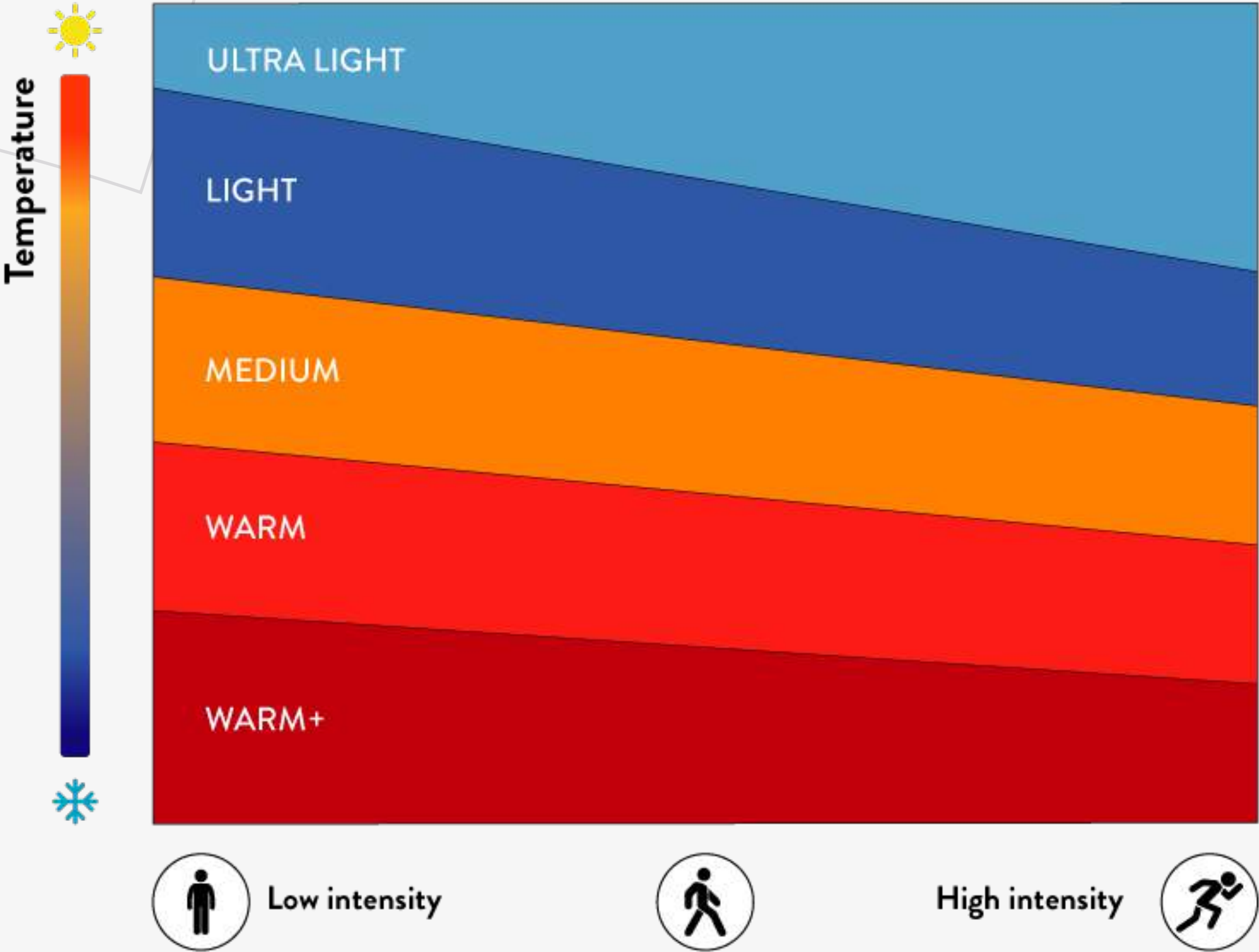


TECHNICAL UNDERWEAR

# UNDERWEAR



# RECOMMENDED USE TEMPERATURE





## HERO NO SLEEVE MESH - ULTRA LIGHT

The **Ultra Light** performance tank top from **Under Shield®** is the perfect combination of **CarbonEnergized Fiber** and polypropylene ® .

The special perforated surface keeps skin dry, while the **C.E.F.** performance mesh creates a durable yet lightweight layer along the body, keeping the upper layer from rubbing and pinching. Air can then circulate freely, keeping you cool as you give it your all.

Through its seamless construction, this garment moves with you without restricting or compressing, further adding to its already- impressive level of comfort.

**STANDARD 100 by OEKO TEX® CERTIFIED.**

PERFORATED TEXTURE

C.E.F.

SEAMLESS





## HERO SHORT SLEEVE - LIGHT

Featuring **C.E.F. technology**, this lightweight short sleeve performance top from **Under Shield®** combines the benefits of **Carbon Energized Fiber** and polypropylene **Dryarn®**, assisting thermoregulation during intense workouts. Sweat is wicked away from the body to the surface of the fabric, ensuring excellent breathability and keeping skin dry. This system reduces fatigue and overheating, keeping the body at a constant, comfortable temperature.

The parts of the torso that sweat the most (armpits, chest and back) also feature an **Ultra Light Open Work** weave and, on the sides and sleeves, a special material outlines the shape of the body, ensuring the perfect no-slip fit. The seamless weave of the fabric won't press or strain muscles. Instead, it flows with the body, meaning you're free to move at any speed and in any direction.

**STANDARD 100 by OEKO TEX® CERTIFIED**





## HERO LONG SLEEVE - MEDIUM

Featuring **Under Shield's® C.E.F.** System, this long-sleeve performance top is perfect when temperatures drop.

Through the mid-weight seamless weave in **Carbon Energized Fiber** and polypropylene **Dryarn®**, the body is **protected** while muscles are free to move and perform at their best. This top also helps **regulate body heat** during workout sessions, thanks to the breathable, sweat-wicking system, keeping skin dry and comfortable.

This feature also helps keep the temperature of the body constant, no matter the weather and intensity of the workout. A special weave adheres perfectly to the hips and shoulders for a no-slip fit that won't bunch or ride up.

**STANDARD 100 by OEKO TEX® CERTIFIED**





## HERO LONG SLEEVE ZIP - WARM

Through our special **C.E.F. performance fabric**, this long-sleeve, high-neck, zip- front top is perfect for working out, even in frigid temperatures. Its unique, high-tech composition ensures breathability, keeping skin dry as it wicks perspiration out and away. The **ultralight openwork fabric** along the areas that sweat the most (armpits, chest and back) minimizes the accumulation of moisture inside the garment. This also helps keep the temperature of the body constant - warm but not too hot - no matter the weather or workout intensity.

The seamless construction, in a combination of **Carbon Energized Fiber** and **polypropylene Dryarn®**, wraps muscles without limiting movement. In addition, a comfortable ribbed weave hugs the hips and shoulder, for greater elasticity and flexibility.

**STANDARD 100 by OEKO TEX® CERTIFIED**



## HERO TURTLE NECK - WARM PLUS

Like a second skin, **this soft WARM PLUS** turtle neck performance top ensures optimum protection from the cold and extreme weather conditions thanks to the special **HotWeave** brushed technical fabric.

**Polypropylene Dryarn® fibres** keep **body temperature constant** while also ensuring that sweat is wicked to the surface of the material.

The **ultralight OpenWork** fabric along the areas that sweat most (armpits, chest and back) encourages breathability and reduces the amount of moisture inside the garment. The seamless construction and raised fibres that hug the hips and shoulders easily follow muscles as they move, for a comfortable feel and perfect fit.

**STANDARD 100 by OEKO TEX® CERTIFIED**





## HERO PANT - WARM

Featuring **C.E.F. Technology**, this **WARM PANT** will fit like a glove. Not only that, but **seamless technology** creates a body mapping effect, moving with you and letting muscles fire at peak performance.

The special **Carbon Energized Fiber** and polypropylene **Dryarn®** blend ensures that skin stays dry thanks to the high-tech breathability of the fabric, which wicks sweat towards the surface of the material for quick evaporation. This also helps keep the temperature of the body constant and comfortable, no matter the weather. At the groin, lower back and back of the knees, an **ultra-light Open Work** mesh ensures the body cools down quickly, keeping legs energized and fatigue-free.

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## HERO PANT 3/4 - WARM

With **C.E.F. technology**, which combines **Carbon Energized Fiber** and **polypropylene Dryarn®**, this **WARM 3/4** pant wrap and protect the legs, while leaving the calf muscle bare. Glutes, thighs and knees are free to work (hard) thanks to the seamless construction, allowing muscles to contract without getting in the way.

The fabric boasts **unrivaed breathability** due to its sweat-wicking properties, while sections in **ultralight Open Work** fabric release moisture below the garment and keep skin dry, so you feel fresh and energized all workout long.

**STANDARD 100 by OEKO TEX® CERTIFIED**



## HERO TOP

By combining **Carbon Energized Fiber** and **polypropylene Dryarn®**, this women's top provides support and improves athletic performance.

By alternating **C.E.F. technology fabric** and breathable elastic bands, every detail on the torso has been meticulously designed: **ultralight Open Work** on the centre of the chest and back for flawless ventilation and cooling, and added under-bust support, perfect for high- intensity sports. **Seamless** construction means arms are free to move in every direction, and an elastic band on the lower part ensures the garment stays in place without tightening.

**STANDARD 100 by OEKO TEX® CERTIFIED**





## HERO SLIP/W

With **C.E.F. technology**, this women's performance slip is the perfect undergarment for high-intensity training. The combination of **active carbon and polypropylene Dryarn®** ensure optimal **breathability**, keeping skin dry, cool, and free of perspiration and the resulting irritation. The front and back feature two ultralight Open Work panels, which help sweat evaporate quickly and efficiently.

Through its **seamless construction**, this slip also adapts perfectly to any silhouette, remaining invisible even under workout tights.

**STANDARD 100 by OEKO TEX® CERTIFIED**



## HERO SLIP/M

Uniting the benefits of **Carbon Energized Fiber** and **polypropylene Dryarn®**, these C.E.F. performance slip provide support without restricting movement.

Through their innovative **seamless construction**, the fabric adheres perfectly to the body, moving with the glutes throughout the entire training session. The weave of the material ensures advanced breathability, especially on the areas in **ultralight Open Work** (groin and lower back), which eliminates perspiration and moisture. A soft elastic waistband guarantees a no-slip fit, for comfort like never before.

**STANDARD 100 by OEKO TEX® CERTIFIED**







TECHNICAL UNDERWEAR  
**SOCKS**





## PUSH - COMPRESSIVE

Through their **HYPER FLOW** compression weave, our **PUSH** socks provide a number of benefits when working out or just going about everyday activities (office/air travel/home).

PUSH socks make it possible for oxygen to circulate quickly within stressed muscles, thereby resulting in greater performance and improved lymphatic drainage. By improving blood circulation, workout recovery times are drastically shortened. On the sole, PUSH features a special **Massaging Texture** that increases micro-circulation, further improving athletic performance and bringing about real wellness benefits. Great for both short workouts and longer endurance training sessions, wear these socks to boost post-activity recovery, or just to relax.

Perforated along the top of the foot.

**STANDARD 100 by OEKO TEX® CERTIFIED SOCKS**





## RUSH - COMPRESSIVE

Through their **HYPER FLOW** structure, **RUSH** compression socks by Under Shield® guarantee improved athletic performance. Ideal for everyday wear (office/air travel/ home) and sports activities, RUSH socks with **HYPER FLOW** construction let more oxygen circulate within stressed muscles.

Recovery times will be notably shorter, thanks to better lymphatic drainage. **RUSH** socks are ideal for short workouts and longer endurance training sessions alike, and essential to post-workout recovery. Or simply wear them as you relax and go about your day. **Reinforced on the malleolus/ankle.** Soft, terry-like padding on the toe and heel. Perforated on the top of the foot.

**STANDARD 100 by OEKO TEX® CERTIFIED SOCKS**





## SKY - NON COMPRESSIVE

**SKY** is your new, comfortable best friend, with you as you go about your day.

Through the use of non-absorptive **PROLEN®** polypropylene, SKY socks keep your skin dry as they wick moisture outward. The special polypropylene fibre also ensures these socks stay bacteria free.

Soft, terry-like reinforcements on the sole. Protection along the shin. Reinforced arches.

Perforated on the top of the foot for extra breathability.

**STANDARD 100 by OEKO TEX® CERTIFIED SOCKS**





## SKY SHORT - NON COMPRESSIVE

**SHORT SKY** socks are sure to be your new, comfortable best friend as you go about your day.

Through their unique **PROLEN®** polypropylene composition, **SHORT SKY** socks **keep your skin dry** as they wick perspiration outward.

The special polypropylene fibre also ensures these socks stay **bacteria free**. Soft, terry-like reinforcements on the sole. Protection along the shin. Reinforced arches. Perforated on the top of the foot for extra breathability.

**STANDARD 100 by OEKO TEX® CERTIFIED SOCKS**





## TREK - NON COMPRESSIVE

Multi-purpose **TREK** socks from **Under Shield®** will support your muscles as you move. Through their unique **PROLEN®** polypropylene composition, TREK socks keep your **skin dry** as they wick perspiration outward.

The special polypropylene fibre also ensures these socks stay bacteria free. Lightweight and comfortable, you're free to get out and explore nature.

**Perforated along the top of the foot.**

**STANDARD 100 by OEKO TEX® CERTIFIED SOCKS**





## TREK SHORT - NON COMPRESSIVE

Multi-purpose **SHORT TREK** socks from Under Shield® will support your muscles as you move. Through their unique **PROLEN**® polypropylene composition, **SHORT TREK** socks keep your skin dry as they wick perspiration outward. The special polypropylene fibre also ensures these socks stay bacteria free.

Lightweight and comfortable, you're free to get out and explore nature.

**Perforated along the top of the foot.**

**STANDARD 100 by OEKO TEX® CERTIFIED SOCKS**





## SNOWFLAKE - LANA

In insulating wool, our **SNOWFLAKE** socks will keep you warm when it's cold outside. Their “**Warm Wool**” composition feels like a welcome embrace for muscles, keeping them relaxed and flexible, but with a low percentage of residual moisture. Through the blend of Prolen® polypropylene and wool, which wicks perspiration away rather than absorbing it, skin stays dry and warm.

The special **polypropylene/wool yarn** also ensures these socks stay bacteria free.

Feet will be better protected thanks to special padding, ensuring maximum comfort during every training session.

**Reinforced on the shin, ankle and sole.**

**STANDARD 100 by OEKO TEX® CERTIFIED SOCKS**







TECHNICAL UNDERWEAR

# ACCESSORIES





## HERO INNER HELMET

Helmet liners are essential to regulating body heat for sports like cycling, motorcycle racing, skiing and snowboarding. Through

a special polypropylene **Dryarn®** material, this helmet liner protects the head from excessive heat and cold. Its extraordinary breathability eliminates perspiration to keep skin dry and cool. The advanced seamless construction provides a cozy, comfortable fit, without ever pressing or rubbing.

**STANDARD 100 by OEKO TEX® CERTIFIED**





## HERO NECK WARMER

When temperatures drop, this performance

neck warmer from **Under Shield®** protects the neck, which would otherwise be exposed, halting the dispersion of warmth and energy.

Through polypropylene **Dryarn®**, the fabric creates a barrier against the cold while ensuring optimum breathability for fresh, comfortable skin. The special seamless construction perfectly adapts to the way the neck moves, staying flush against the body without restricting.

**STANDARD 100 by OEKO TEX® CERTIFIED**





## HERO BALACLAVA

Protecting the entire head and face from the cold is essential on icy winter days. The exclusive **Under Shield®** balaclava in polypropylene **Dryarn®** creates a powerful shield against wind and humidity. It also ensures the proper amount of air flow along the head and neck, helping maintain a constant body temperature and keeping skin fresh and dry.

Flexible and practical seamless construction means it moves with the neck, ensuring comfort and overall well-being.

**STANDARD 100 by OEKO TEX® CERTIFIED**







**PACKAGING**



## BOX

All **Under Shield®** products will come in the new box.

Functional, simple and aggressive





## PACKAGING SOCKS

All our socks **Under Shield®** will come in the hang tag.

Simple and functional





A man in a black t-shirt and red shorts is performing a battle rope exercise in a gym. He is in a low, athletic stance, holding the handles of two thick, black, coiled ropes. The gym background includes a rack of barbells, kettlebells, and other fitness equipment. The lighting is dramatic, with strong highlights and shadows. The text "ALTERNATIVE PRODUCT IN THE MARKET" is overlaid in white, bold, sans-serif font across the center of the image.

# ALTERNATIVE PRODUCT IN THE MARKET



UNDER SHIELD

HERO TURTLE NECK



	WEIGHT	HUMIDITY (GR)	HUMIDITY AFTER 2H (GR)	% OF HUMIDITY KEPT AFTER 2 H OF DRYING
DRY WEIGHT	235			
WET WEIGHT	531	296		
WEIGHT AFTER 2 H OR DRYING	237		2	0,85

ALTERNATIVE SHIRT

TURTLE NECK



	WEIGHT	HUMIDITY (GR)	HUMIDITY AFTER 2H (GR)	% OF HUMIDITY KEPT AFTER 2 H OF DRYING
DRY WEIGHT	179			
WET WEIGHT	471	292		
WEIGHT AFTER 2 H OR DRYING	198		19	10,61



UNDER SHIELD

HERO NO SLEEVE MESH



	WEIGHT	HUMIDITY (GR)	HUMIDITY AFTER 2H (GR)	% OF HUMIDITY KEPT AFTER 2 H OF DRYING
DRY WEIGHT	62			
WET WEIGHT	144	82		
WEIGHT AFTER 2 H OR DRYING	65		3	4,84

ALTERNATIVE MESH

MESH 100% PPL



	WEIGHT	HUMIDITY (GR)	HUMIDITY AFTER 2H (GR)	% OF HUMIDITY KEPT AFTER 2 H OF DRYING
DRY WEIGHT	73			
WET WEIGHT	178	105		
WEIGHT AFTER 2 H OR DRYING	83		10	13,7



UNDER SHIELD

HERO SHORT SLEEVE



	WEIGHT	HUMIDITY (GR)	HUMIDITY AFTER 2H (GR)	% OF HUMIDITY KEPT AFTER 2 H OF DRYING
DRY WEIGHT	87			
WET WEIGHT	146	59		
WEIGHT AFTER 2 H OR DRYING	88		1	1,15

ALTERNATIVE T-SHIRT

S-S CLIMA COOL 360



	WEIGHT T	HUMIDITY (GR)	HUMIDITY AFTER 2H (GR)	% OF HUMIDITY KEPT AFTER 2 H OF DRYING
DRY WEIGHT	149			
WET WEIGHT	365	216		
WEIGHT AFTER 2 H OR DRYING	201		52	34,9



UNDER SHIELD

HERO SHORT SLEEVE



	WEIGHT	HUMIDITY (GR)	HUMIDITY AFTER 2H (GR)	% OF HUMIDITY KEPT AFTER 2 H OF DRYING
DRY WEIGHT	87			
WET WEIGHT	146	59		
WEIGHT AFTER 2 H OR DRYING	88		1	1,15

ALTERNATIVE T-SHIRT

NO SLEEVE MERYL SKIN LIFE (PL)



	WEIGHT	HUMIDITY (GR)	HUMIDITY AFTER 2H (GR)	% OF HUMIDITY KEPT AFTER 2 H OF DRYING
DRY WEIGHT	92			
WET WEIGHT	207	115		
WEIGHT AFTER 2 H OR DRYING	147		55	59,78



UNDER SHIELD

HERO SHORT SLEEVE



	WEIGHT	HUMIDITY (GR)	HUMIDITY AFTER 2H (GR)	% OF HUMIDITY KEPT AFTER 2 H OF DRYING
DRY WEIGHT	87			
WET WEIGHT	146	59		
WEIGHT AFTER 2 H OR DRYING	88		1	1,15

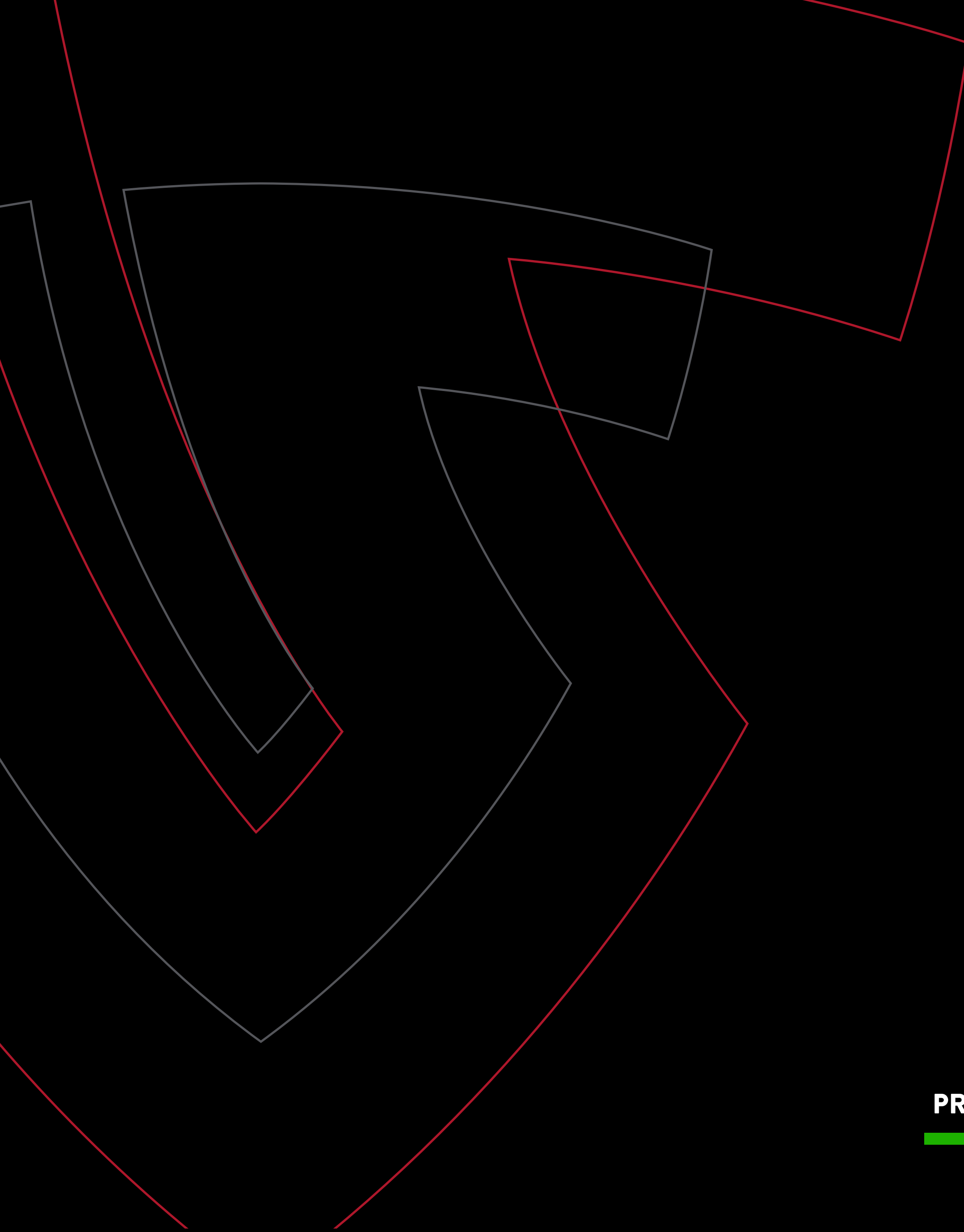
NO BRAND

T-SHIRT 100% COT



	WEIGHT	HUMIDITY (GR)	HUMIDITY AFTER 2H (GR)	% OF HUMIDITY KEPT AFTER 2 H OF DRYING
DRY WEIGHT	216			
WET WEIGHT	481	265		
WEIGHT AFTER 2 H OR DRYING	336		120	55,56





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PROUDLY MADE IN ITALY

