

## **Women No Longer Have To Suffer From Embarrassing Night Sweats**

### **Fashionable, Yet Functional Sleepwear Launches in US Markets in a Store Near You...**

#### *'Wicking' Fabric Draws Moisture Away From The Body Allowing A Comfortable Nights Sleep*

San Francisco, CA (June 23, 2003) — Wicking J. Sleepwear is a fashionable, yet functional sleepwear line designed with the mature woman in mind. Appealing to women who do not necessarily want to forgo style for comfort, the material, Intera, actually “wicks” moisture away from the skin for those suffering from night sweats due to menopause or hormone imbalances such as diabetes, thyroid conditions and cancer treatments.

Wicking J. Sleepwear is versatile in style, and big on comfort. Intera’s wicking properties are maintained even upon multiple trips to the washing machine. “Wicking” the moisture away from the skin allows for an easy night’s sleep, keeping the wearer cool on hot nights and warm on cool nights.

The innovative sleepwear line features stylish, colorful designs in many colors. Tanks, nightgowns, cozy top & bottom sets and a pillowcase made of the “wicking” fabric stop the sweat where it begins. All Wicking J. Sleepwear products will be sold on the Wicking J. Sleepwear website and in boutique stores around the country (full retail list under separate cover).

“I was in the doctor’s office when the idea came to me, seeking relief for my nights sweats due to a thyroid condition, I learned there was absolutely no sleepwear in the U.S. market to ease my night’s sleep,” said Kendra Novick, Founder and CEO of Wicking J. Sleepwear. “That day I decided to spearhead my own line of sleepwear focusing on comfort, all the while maintaining style and femininity in the line,” said Novick.

**Wicking J. Sleepwear Styles:**

- The collection reflects classic styles and colors.
- Versatility is a significant factor in the line. The line offers a pillowcase, tanks, a long sleeve nightgown, and top and bottom sets.

**About Wicking J. Sleepwear**

Entering the U.S. retail market in Summer 2003, Wicking J. Sleepwear is designed with the mature woman in mind. The “wicking” fabric of the sleepwear eases a night’s sleep for women experiencing hot flashes and night sweats from menopause, or ailments associated with hormone imbalances such as diabetes, thyroid conditions, and cancer treatments. Wicking J. Sleepwear is made in the United States.

-end-

Media Contact: Adrienne Arieff or Amy Cunha at Arieff Communications at (415) 487 - 9311 or [aa@arieffcom.com](mailto:aa@arieffcom.com).