

WHY WEAR WOOL

Reasons for wearing wool stretch far beyond its good looks!

❄️ Regulates body temperature

Protects skin from harmful UV rays

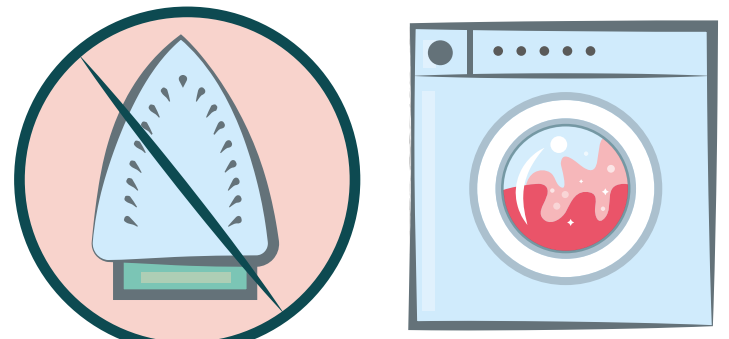
Wrinkle and crease resistant; no ironing necessary

❄️ Fits any wardrobe style

❄️ Highly comfortable and flexible

❄️ Odor resistant

Sustainable and eco-friendly



Easy to care for; machine or hand washable; hang to dry

Flame retardant

Hypoallergenic for sensitive skin

Soft and lightweight, yet warm

Durable and long-lasting



❄️ Repels small amounts of water, like light spills

❄️ Moisture-wicking fibers help maintain dryness

TIP! Active kids quickly go from being outdoors to indoors and back; from running around and sweating, to sitting still and letting the sweat cool down. Merino wool helps regulate temperature during those rapid changes.

WEAR WOOL ALL YEAR-ROUND

Lightweight wools like merino can be worn as a warm base layer in the winter or a temperature-regulating single layer in spring and summer.

