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Cool Gear Launches Filtration Plus Infuser Pitcher for a Healthy Lifestyle

First Pitcher to Filter and Infuse Water with Flavor

PLYMOUTH, Mass. (October 25, 2013) – Cool Gear International, [a global leader in housewares and hydration products](#), today launched its new Filter Infuser Pitcher for a truly personalized take on hydration. This new product is the only one on the market that allows consumers to both filter their water and infuse it with their favorite fruits, vegetables and herbs. With the arrival of cold and flu season, drinking enough water during the day is crucial. According to the [American Heart Association](#), staying hydrated is key to staying healthy and well. The product is available for \$20.00 MSRP at Walmart stores nationwide and at www.coolgearinc.com.

“As the leader in the hydration market, we are always developing innovative products in our category,” said Donna Roth, president/CEO of Cool Gear International. “This pitcher is the only one like it on the market. Unlike many others, our filtration plus infuser pitcher provides a quicker way of filtering your water and eliminates the traditional reservoir. And it’s so versatile, you can use it with or without the infuser filter.”

The Filter Infuser Pitcher is BPA-free and features a filter made with natural carbon fiber from coconut shells that can filter 100 gallons of water per filter. The pitcher holds up to 2.44 liters (about .65 gallons) of cold water, but has a small enough profile that it fits easily on most refrigerator doors, taking up less space. After the water is filtered, consumers can then add their favorite fruits, vegetables and/or herbs to the pitcher. With the removable flavor infuser, the flavor enhancement is kept separate from the water itself.

To learn more about Cool Gear International, including the new Filter Infuser Pitcher, visit www.coolgearinc.com, join the conversation on Facebook at facebook.com/coolgearinc, on Twitter ([@coolgearinc](https://twitter.com/coolgearinc)) or on Instagram ([coolgearinc](https://www.instagram.com/coolgearinc)).

About Cool Gear International

Since 2000, Cool Gear International, Inc. has served as the leading global designer and manufacturer of innovative hydration and food storage products. Headquartered in Plymouth, Mass., Cool Gear International’s talented and trendy staff delivers high-quality products at a great value. With more than 200 patents, and available in more than 55 countries, the company continues to drive the evolution of common beverage vessels and food storage. www.coolgearinc.com.

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