

IOX IS THE NEXT STEP FORWARD
IN TRAINING AND RECOVERY
GEAR WITH A UNIQUE POCKET
ARCHITECTURE THAT FUSES THE
ALREADY IMPORTANT BENEFITS
OF COMPRESSION WITH THE
ELEMENTAL POWER OF ICE.

IOX
COMPRESSION + ICE PLAY HARDER.





is the only compression gear that fuses the science of compression with the elemental power of ice in a single garment to maximize performance and speed recovery. The seamless construction and ergonomically targeted compression technology delivers support exactly where you need it with unique pocket architecture that lets you put flexible, portable and reusable ice sheets right inside.

Although it is made for anyone who just wants to play harder, scientists and professional athletes alike can attest to the benefits of 110% gear. Research has shown that 15-22mmhg of compression allows for extended use and provides superior comfort and maximum efficacy before, during and after training or performance.

COMPANY + CULTURE

110% was founded by a diverse team of passionate athletes and visionary entrepreneurs dedicated in their search for ways to help you play harder and recover faster.

With over 30 Ironman competitions, 100 marathons and too many triathlons to mention, our company's hard work on and off the field has resulted in the most innovative and effective compression + ice system anywhere.

Launched in Summer 2010, 110% is committed to developing products that push the limits of technology and performance. Inspired by athletes but made for everyone, ours is the business of playing harder and our goal is to impact the market just as much as we do the game.



THE SCIENCE OF COMPRESSION

Zoned gradient compression garments are scientifically proven to:

- Minimize muscle vibration
- Promote venous blood flow back to the heart
- Open up the lymphatic system

Compression has been shown to increase your blood's oxygen uptake (VO2 MAX) to help your heart beat stronger and more efficiently while increasing your cardiovascular capacity.

Compression garments also stabilize your muscles during exercise while making them more efficient by reducing the buildup of lactic acid. 110% employs the optimal 15-22 mmhg of compression for maximum effectiveness and comfort.



FOR TRAINING

- INCREASES MUSCLE STABILITY
- MOISTURE WICKING & ANTI-MICROBIAL
- GRADIENT COMPRESSION ENHANCES CIRCULATION
- REDUCES MUSCLE FATIGUE

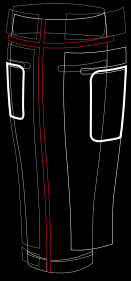


FOR RECOVERY

- ICE REDUCES SWELLING AND PAIN
- COMPRESSION REDUCES LACTIC ACID LEVELS AND PREVENTS SORENESS



THE ICE SHEET TECHNOLOGY



CONVENIENT, DURABLE, LONG LASTING,
ACTIVE RECOVERY

BIODEGRADABLE, NON-TOXIC AND
REUSABLE FOR UP TO 6 MONTHS

STAYS FROZEN FOR UP TO 2 HOURS

CAN BE FROZEN OR HEATED

DOES NOT "SWEAT" SO THERE IS
LESS MESS

COMFORTABLE AND EFFORTLESS - CUT
TO ANY SIZE FOR THE PERFECT FIT



BENEFITS OF ICE

Ice restricts the blood vessels to prevent the accumulation of fluids and reduce inflammation and pain. Compression + Ice immediately reduces swelling, aids in soft tissue recovery and helps reduce numb sore tissue to prevent future injury.



ICE SHEET
INSERT



110%'S PACKAGING IS
ALSO A REUSABLE
THERMAL CARRY BAG.

BRING RELIEF AND
RECOVERY WHEREVER
YOU GO – WITHOUT THE
ADDED THROWAWAYS.
STAYS COLD FOR UP TO
SIX HOURS.

PRODUCT OFFERINGS



TRANSFORMER SHORTS

COMPRESSION WITH COLD THERAPY THAT TARGETS QUADRICEPS, HAMSTRINGS, HIPS, LUMBAR, AND ITB.

FULL RANGE OF MEN'S AND WOMEN'S SIZES.

\$110.00



JUGGLER KNICKERS

COMPRESSION WITH COLD THERAPY THAT TARGETS QUADRICEPS, HAMSTRINGS, HIP, LUMBAR, KNEES, AND ITB.

FULL RANGE OF MEN'S AND WOMEN'S SIZES.

\$150.00



DOUBLE-LIFE SHIN/ CALF SLEEVES

COMPRESSION SLEEVES WITH COLD THERAPY THAT TARGETS BOTH CALVES AND SHINS.

UNISEX SIZES.

\$79.00



BLITZ KNEE SLEEVE

COMPRESSION WITH COLD THERAPY THAT TARGETS BOTH ANTERIOR AND POSTERIOR KNEE. SEAMLESS CONSTRUCTION ALLOWS FOR MAXIMUM COVERAGE.

UNISEX SIZES.

\$55.00 (SINGLE), \$95.00 (PAIR)

FAQ:

WHAT IS THE FABRIC MADE OUT OF?

110%'s seamless targeted compression gear is made from a blend of 70% polypropylene/30% elastic, developed for maximum comfort, compression and cold/heat transfer. Made from individually silver-treated threads, our gear is anti microbial, moisture wicking and latex free.

DOES YOUR COMPANY HAVE SUSTAINABILITY PRINCIPLES?

On or off the field, energy is too precious to waste. This same belief drives 110% from packaging to the playing field. Our simple, efficient and entirely sustainable recovery and performance system contains innovative biodegradable, non-toxic, crystallized polymer ice sheets and our unique reusable package/tote/thermal bag lets you take relief and recovery home and away without the added throwaways.

DO YOU HAVE OTHER PRODUCTS?

Stay Tuned! Our commitment to innovation and quality means we are always at the drawing board. Visit our website for the full 110% experience.

DO THE ICE SHEETS NEED TO BE REPLACED? HOW OFTEN?

Ice sheets will probably need to be replaced after 6 months. But good news, everything you will need is on our website!

CAN I SWIM IN THE GEAR?

Yes! The polypropylene yarn used in the construction of 110% gear is hydrophobic and repels water away from the surface, making it an ideal material for swimming. As with all garments exposed to chlorine please remember to thoroughly rinse your gear with fresh water after training.

TESTIMONIALS:

"As I was training for Ultraman Canada ... I spent a pretty penny on compression tights that did not have any compression and I was making a mess trying to ice as I refused to get in an ice bath. A few weeks prior to the race a new company surfaced and I was lucky enough to be able to quickly get a pair of **Double-Life Shin/Calf Sleeves** and LOVED them. I could feel the compression and put the ice packs in immediately after a run and recovery was simple and effective! "

KELLIE SMIRNOFF
ULTRAMARATHONER

"110% came up with a way to combine both (compression + cold therapy) by inserting ice packs into compression apparel. I have been using their products for a while now and in terms of convenience and real world active recovery they are hard to beat!"

ALAN COUZENS
MS (SPORTS SCIENCE), CSCS, PES
EXERCISE PHYSIOLOGIST, ELITE IRONMAN COACH
ENDURANCE CORNER HUMAN PERFORMANCE LAB

"As an active athlete today, no other product on the market offers me the ability to recover and bounce back after a tough workout better than 110%. I still train pretty hard and I always wear 110% gear when I do."

PETE MITCHELL
FORMER TIGHT END
NY GIANTS, JACKSONVILLE JAGUARS



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