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Keep Your Cool!
Special Pajamas to Get You Through "Hot Flash" Nights
By Kelly Burgess
We all know the routine: Wake up soaked, change your shirt or jammies, change your sheets, wish you had an unlimited supply of dry pillows, try to get back to sleep, wake up tired and repeat. That's what Wendy McClung had been doing for a while until, one night, she happened to put on a shirt that didn't get soaked when she hot flashed. She realized the next morning - after a rare, comfortable, full night's sleep - that it was one of her jogging shirts, specially formulated to wick away moisture.
Then McClung had another hot flash - of the commercial type. "I figured if this concept of wicking away sweat [can] work for athletes, it can work for women who are waking up wet with sweat," says McClung. The next morning I went to my neighbor who's a designer and asked if she thought it was a good idea. She did, and we hit the ground running."
McClung and her neighbor, now partner, Jutta Smardenka, started the company HotCoolWear featuring the Hot Mama line of sleepwear in their native Canada and quickly expanded into the United States.
and includes pillowcases as well as pajamas.
HotCoolWear, recognizing that men can have conditions that cause temperature fluctuations, have even expanded their collection to include a limited men's product line.
"Our women's line was always popular, but then we started to get calls from women and men who said they weren't menopausal but had diabetes or were on medication or undergoing chemo and had problems sleeping because of hot flashes," says McClung. We realized there was definitely a demand for this for more than just menopausal women."