

# FRESH<sup>®</sup> AGAIN

for  
**ATHLETIC WEAR  
AND SHOES**



"I am an avid cyclist logging over 5K miles a year. I have tried many different products to remove the odor from my cycling shoes. Some perfumed products attempt to mask the odor, some enzyme products claim to eliminate odor with regular use. I have not found any product that sufficiently works as promised, until I found Fresh Again<sup>®</sup>. The first time I used your product on and in my shoes, it instantly quelled the stink without perfumes or fragrances. My shoes are now 'fresh again'. I thought I was going to have to replace them but not now. I love this product. I am recommending Fresh Again<sup>®</sup> for Athletic Wear and Shoes to all the members of my cycling club."

Mark Williams  
San Jose, CA

Concentrated in the enclosed environment of a shoe or boot, foot perspiration can create personal embarrassment, make lockers and closets unpleasant, and cause expensive equipment to stiffen and rot. Fresh Again<sup>®</sup> for Athletic Wear and Shoes neutralizes the perspiration itself, even in porous material and foam!

### How does Fresh Again<sup>®</sup> work?

*Fresh Again<sup>®</sup> deodorant sprays convert gaseous odor molecules into a solid. No gas = no odor! This process is much more complicated than the desensitizing, physical masking or digesting action of other deodorants. The result of this gas-to-solid conversion is also more desirable ~ no offensive odor whatsoever ~ instantly! Application of Fresh Again<sup>®</sup> eliminates the production of more odor-causing molecules by inhibiting bacterial enzymes.*

**DIRECTIONS:** Apply Fresh Again<sup>®</sup> to the area which has been in contact with perspiration. For shoes, turn upside down and then spray deep into the shoe ~ spray liners out of the shoe for best results. Spray all other areas until evenly damp. Within a few moments, perspiration odor will be gone! If odor is still present, re-apply. As long as Fresh Again<sup>®</sup> is present, the treated item will remain odor free, even during repeated use.

Regular use of Fresh Again<sup>®</sup> for Athletic Wear and Shoes prevents the hardening and rotting damage caused by perspiration to fabrics, stitching, foams and leather. Use before wearing or before storage.

Fresh Again<sup>®</sup> for Athletic Wear and Shoes eliminates odors from footwear, leather gloves, helmets, skates, protective pads, inner lining material and much more!

INFOTRAC: 800-535-5053

A Product of:

**Seacole**

13505 Industrial Park Blvd.

Plymouth, MN 55441

1-800-966-2909

[www.seacole.com](http://www.seacole.com)