



Zoe Griffin <zoe.griffin@gmail.com>

Ever wondered why you get hot flushes?

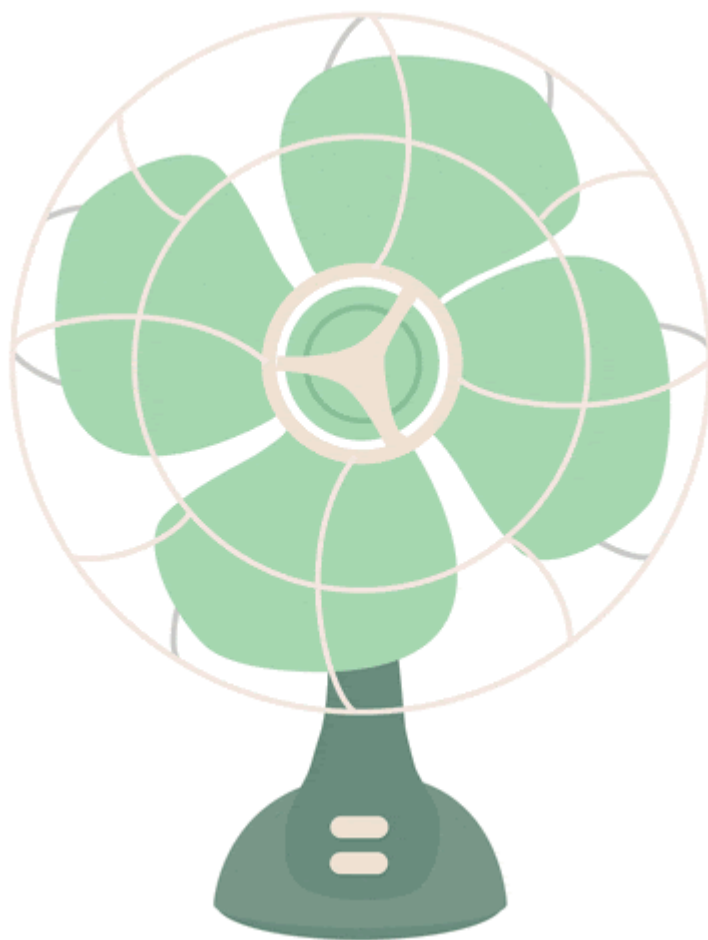
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EVER WONDERED WHY YOU GET HOT FLUSHES?

THIS IS WHAT HAPPENS: Oestrogen falls during menopause and perimenopause. This affects the function of the hypothalamus section of the brain that regulates your body temperature, causing it to detect too much body heat.

THIS IS WHAT YOU FEEL: The body tries to expel this heat in focused areas for a very short period of time (around 5-7 minutes). You lose the same amount of sweat as an hour of cardio. As the sweat cools down, it often leads to a post-flush chill.

BUT DON'T WORRY! Our patented Anti-flush fabric cools the skin, wicks moisture, releases heat back and prevents odour.

91% of people in a University of Leicester study said our vest top significantly reduced their hot flushes and night sweats. Read the full results of that study on our [blog](#).

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