

See the difference!

Experience high-performance protection of High IQ® Sun Protect for the toughest shield against UV rays.



Untreated



protected by
High IQ®
Sun Protect



Untreated



protected by
High IQ®
Sun Protect

Shine an ultraviolet light on the two rectangles on the opposite page for a few seconds:

Close the page and repeat over the garment samples.

Shine an ultraviolet light on the fabrics above for a few seconds:

The sample with High IQ® Sun Protect technology will remain unchanged, while the UV logo is visible through the untreated sample, revealing potential transmission of harmful UV-rays.



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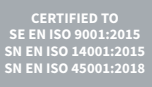
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HIGH IQ® SUN PROTECT / Skincare you can wear



Skin care you can wear

High IQ® Sun Protect Performance Assurance

- High IQ® Sun Protect is a quality assurance scheme based on defined performance specifications aligned to industry standards
- Provides built-in sun protection on a broad range of fabrics and garments
- Retains the natural soft character of the garment to not only look good but to feel good
- Durable performance throughout the lifetime of the garment



Durable performance



UPF 50+



Soft handle



Colors won't wash out or fade

Visit www.high-iq.com to learn more about High IQ® effects.



High IQ® Sun Protect

A performance assurance program that ensures garments protect the skin from the sun's harmful rays. Tested against the highest industry standards, High IQ® Sun Protect provides much needed peace of mind when outdoors and exposed to the sun.

- Improves sun screening properties of items from children's and baby wear to sports and workwear
- High efficiency in both the UV-A and the UV-B range, ensuring maximum protection against harmful radiation from the sun
- A powerful protection (UPF) of 50+ on fabrics of appropriate construction
- Very high stability to washing and daylight, lasting the lifetime of the garment
- No impairment of the natural aesthetics of the fabric

High IQ® Sun Protect provides outstanding built-in protection against the sun's powerful UV rays by shielding the skin from harmful UV-A and UV-B rays. Achieve an Ultraviolet Protection Factor (UPF) of 50+, the strongest available and specifically recommended for children whose skin is most vulnerable to long-term damage.

How it works

High IQ® SunProtect provides fabrics with built-in protection against the sun's powerful UV rays by altering the porosity of the fabric to achieve an Ultraviolet Protection Factor (UPF) of 50+.

Excellent heat reduction performance while colors retain their brightness. Integrated UV protection is ideal for light- and medium-shades and is suitable for all substrates.

Skincare you can wear

