



sweatWELLth Debuts New Active Skincare Collection Designed to Enhance Your Workout

NEW YORK CITY, UNITED STATES, February 14, 2018 /EINPresswire.com/ -- [sweatWELLth](http://sweatWELLth.com), the high-performance skincare brand, announces its market debut with an assortment of innovative body products specifically formulated and designed to enhance active lifestyles.

Developed by a team of beauty industry veterans and scientists, sweatWELLth incorporates a proprietary encapsulated technology that protects, repairs, and replenishes bodies while supporting energy-driven workouts and activities.

"We really saw a need in the market for treatment products in the growing active category that were highly benefit driven and knew this would involve new technology and development," said Rebecca Killian, Executive Vice President, Creative, Design and Product Development. "Partnering with our lab we created proprietary formulas that utilize encapsulated science to prepare and support the athlete during their physical activity as well as enhance performance and provide quicker recovery post-workout."



The six-unit collection includes Awesome Chalk Ultra Grip Spray, Friction Free Anti-Chafing Spray, Power Shower Post Workout Cleansing Spray, No Sweat Pre-Workout Hydrating Spray, Hydra Drench Refreshing Facial Mist, and Electrolyte Conditioning Lip Balm.

The lineup of products are priced from \$12.50 - \$25.00 and are available exclusively on sweatWELLth.com.

For more information please visit www.sweatWELLth.com.

About sweatWELLth

sweatWELLth is an innovative and technology-driven body care company designed for fitness enthusiasts and crafted to accommodate active lifestyles. sweatWELLth's range of products utilizes the latest cooling, moisture wicking, and defense agents to ensure efficient workouts that empower people to push harder, go further and feel stronger.

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