

# eSmartr And Umbro Set To Launch Custom Line Of Smart Compression Sleeves

*Umbro partners with eSmartr to revolutionize athletic performance with Smart Compression Sleeves that naturally improves brain cognition.*

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Introducing Umbro smart compression: eSmartr and Umbro set to launch custom line of smart compression sleeves.



Soccer Player wearing the UMBRO x ESMARTR Smart Compression Sleeve

Naturally Improving Mindfulness And Cognition For Soccer Athletes.

Umbro, the English sportswear and football equipment supplier, partners with eSmartr to revolutionize athletic performance for soccer players of all levels with the [UMBRO Smart Compression Sleeve](https://www.esmartr.com). As of July 28, the public can purchase the limited-edition collection that naturally improves brain cognition at [www.esmartr.com](https://www.esmartr.com).

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*Carolyn Siskovic*

"This partnership positions Umbro as the first athletic brand to offer a solution that improves athletic mental performance," says Carolyn Siskovic VP, Licensing and Sports Brand Management. "The possibility of clearing

interference in the brain and restoring optimal information flow will positively impact players and their game."

[Cognitive Boost Technology](https://www.esmartr.com) is a natural and holistic smart compression to improve the brain's cognition without the use of drugs, batteries, or invasive measures. The influence on soccer players' mindfulness can lead to fewer injuries, improved focus, and overall better decision-making.

"When an athlete is performing under fatigue and duress, they struggle with keeping their focus

and attention, memory recall, and stress or anxiety levels," says Jay Dhaliwal, eSmartr CEO. "Our Umbro partnership offers a natural solution to those problems. Athletes can wear our Smart Compression Sleeve to improve cognitive performance during practice, in-game, and when they need to recover mentally."

The exclusive, limited-edition collection features eight lines inspired by Umbro's rich soccer history and athletic lifestyle apparel. The sleeves, available in full arm and forearm formats, are designed to become a performance enhancement staple in the sport.

#### About eSmartr

eSmartr is a neuroscience and wellness company that makes mindfulness easy. The eSmartr Smart Compression Sleeve uses skin-to-brain Cognitive Boost Technology™ in every design, providing the mental edge to [optimize performance](#). Within minutes, the sleeve helps to reduce stress and anxiety, increase focus and attention, and improve memory and clarity.

Realize your full potential at [esmartr.com](http://esmartr.com).

#### About Umbro

Wherever there is Football, there is Umbro - since 1924. We provide apparel, footwear, and equipment for all players and fans of the game - and also for those inspired by the vibrant culture surrounding Football.

#### About Iconix Brand Group, Inc.

Iconix Brand Group, Inc. owns, licenses, and markets a growing portfolio of consumer brands. The Company licenses its brands to a network of leading retailers and manufacturers that touch every major segment of retail distribution in both the U.S. and worldwide. Through its in-house business development, merchandising, advertising, and public relations departments, Iconix manages its brands to drive greater consumer awareness and equity.

For more information, please visit [Iconixbrand.com](http://Iconixbrand.com).

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