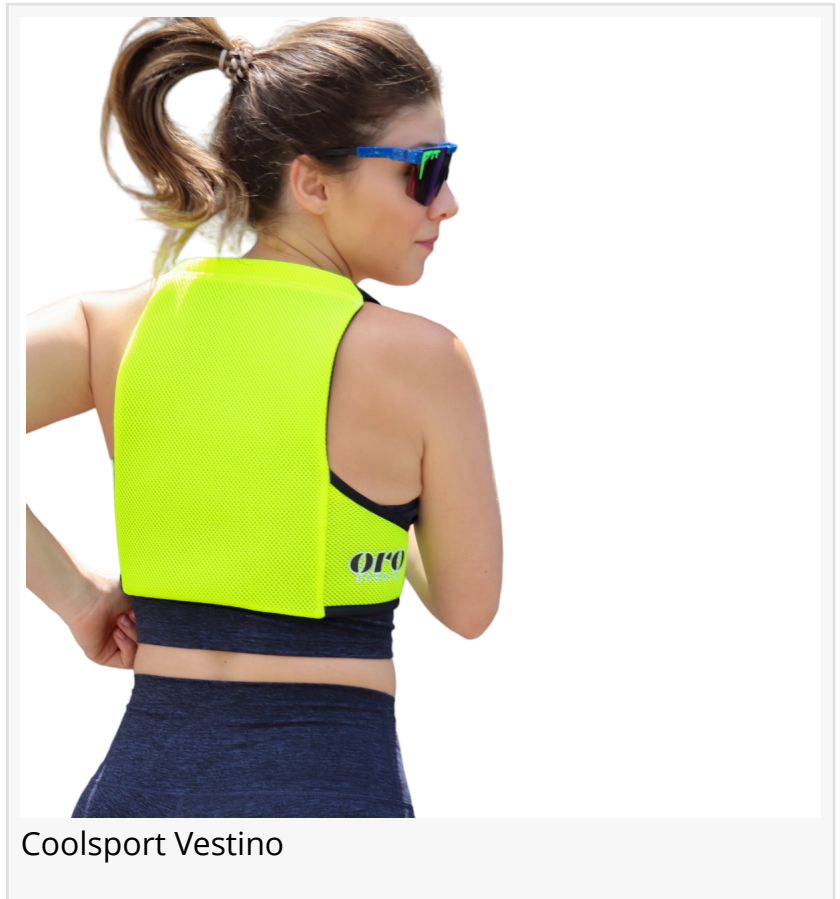


# Oro Sports + Safety Releases Cool Designs for a Hot Planet

*When a fashion designer is met with debilitating heat intolerance, a wearable cooling solution to address our nation's accelerating heat problem is born.*

BUFFALO, NY, UNITED STATES, June 1, 2023 /EINPresswire.com/ -- Van DiBernardo, a former DKNY designer, channeled his debilitating [heat intolerance](#) to address heat injuries and heat strokes, a fast-growing problem bringing millions of Americans to their knees, and oftentimes onto the gurney. Heat waves can rob the lifestyles – and sometimes the lives – of athletes, contractors, delivery drivers, even spectators, yet they are 100% preventable. It takes only minutes for heat stress to turn into a [heat stroke](#), shutting down the body's organs, including the brain, where overheating occurs.



Coolsport Vestino

Oro Sports + Safety was founded by the designer's sibling, Luanne DiBernardo, whose goal was to replace the heavy, industrial cooling vests Van depended on to keep cool. "Once I learned that 75% of our body's total energy is required to regulate body temperature — leaving only 25% for moving muscle — I knew that Van's cooling solution needed to become an every-man solution," Luanne recalls. Every textile and design element in the Oro brand of products works at keeping the user cool, with comfort, style, and cooling efficacy. Athletic-

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Thermoregulation is the prequel to the hydration story; one cannot perform without the other.”

*Luanne DiBernardo*

styled cooling cuffs and gloves target the veins and arteries that act as our body's radiator, while cooling headbands cool the brain, where overheating occurs.

“What most people don’t know,” Luanne emphasizes, “is that a person can succumb to heat stroke even when fully hydrated.” Hydration is important, but it’s only a part of the solution. “You can’t drink yourself out of a heat related injury,” is how Joseph Domitrovich, an exercise physiologist at the U.S. Forest Service, best describes the role of regulating body temperature.

“Thermoregulation is the prequel to the hydration story; one cannot perform without the other,” is how Luanne describes the key dynamic between body temperature and body hydration. The right cooling vest can not only save a summer, but sometimes it can save a life.

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Oro Sports + Safety USA designs and manufactures high-impact [cooling wearables](#) that prevent heat injuries while improving human performance. Under the leadership of Luanne DiBernardo, the innovative team is committed to USA Made quality constructions. Oro Sports cooling wearables were chosen by the US Sailing Team for the Tokyo Olympics, and ranked #1 by the United States Coast Guard in Savannah, GA.

For more information, visit [www.orosportsusa.com](http://www.orosportsusa.com)

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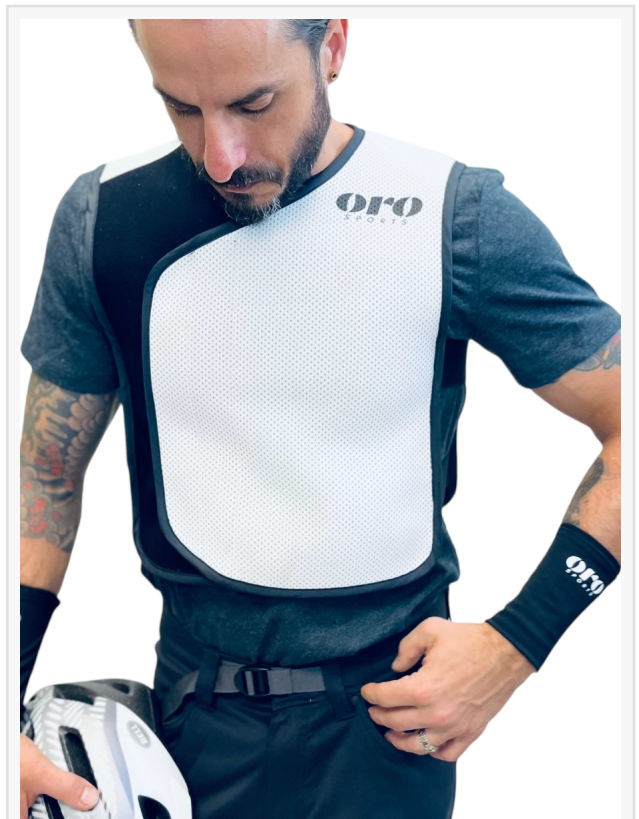
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Ultimo Cool Vest & Cuffs



Maximo Cool Vest

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