

User Market Segments

Medical Segments:

The Company has Multiple-Sclerosis patients that purchase FROS-T proto-type cooling shirts because of the comfort level that the shirts provide to MS patients. MS patients suffer from elevated high body temperatures, which is a symptom of Multiple-Sclerosis.

Commercial Segment:

Any business whereby workers are exposed to elevated heat levels will benefit from FROS-T Cooling Apparel such as; landscapers, warehouse workers, postal workers, UPS, FedEx and even restaurant employees. The list is endless.

Industrial Segments:

Construction and industrial plant employees exposed to elevated temperatures for extended periods will benefit from wearing FROS-T clothing.

Sports Industry Segment:

Youth and adult sports in all sports segments throughout the USA; city, county and state supported programs, schools and universities, professional and amateur sports programs as well as sports fans.

Homeowners:

For wearing around the house when involved with outdoor work and other heat exposed activities.

Retail Segment:

All "retailers" are a mirror model of each other. There is nothing unique that separate one clothing resale vendor from another. The only differentiating factor is the clothing apparel's brand name. You could switch names, logos between the leading clothing apparel providers, and the consumer would not know the difference.

