

# Swimwear

UV Light and Suntan Lotion Resistant



# Swimwear

Redesign the rules of swimwear.

DOW XLA™ is the world's first and only olefin-based stretch fiber that liberates designers to make bold pieces true to their vision without compromising style, comfort, or fit. Too often, the designers' vision is restricted by the fabric. But fabric with DOW XLA™ premium stretch fiber liberates designers and mills to redesign the rules and create irresistible swimwear they never thought possible.

*The endless summer is no longer a myth.*

DOW XLA™ introduces the new rules for swimwear:

**1. Fit**

- Light and free feeling on the body
- Enduring shape with no bagging or sagging

**2. Long-lasting**

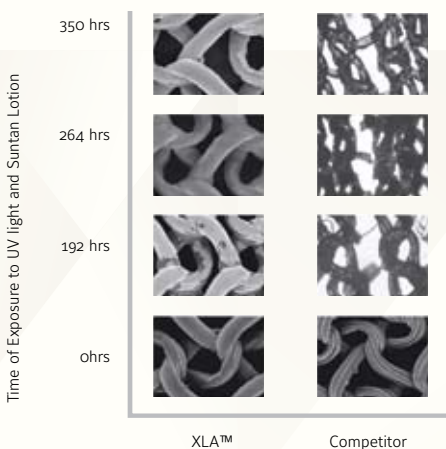
- Helps keep bold colors and rich prints vibrant
- Suits look good longer

**3. Resilient**

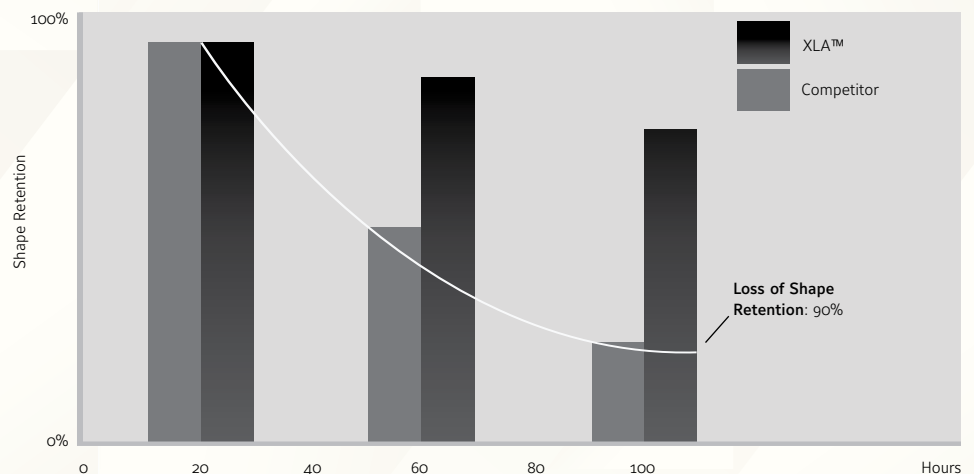
- Inherently chlorine-proof, period.
- Unmatched resistance to seawater and spa chemicals.
- The only fiber to perform through the exposure of UV light and chemicals in suntan lotion
- Perspiration resistant

Analytic Data:

**Graph A:**  
Suntan Lotion and UV Light Resistance



**Graph B:**  
UV Light, Suntan Lotion, and Perspiration Resistance



Testing shows that DOW XLA™ outperforms competitive products when exposed to the combination of UV light and suntan lotion.

After 100 hours of exposure, testing needed to be stopped because competitive products experienced looseness and visible fiber breaks.



Europe: +32 3 450 22 40  
United States: +1 800 441 43 69  
Mexico: +95 800 441 43 69  
Asia Pacific: +603 7 958 33 92

