

Pointers For Parents

Proper Care And Radical Technology Help Kids' Clothes Look Newer, Longer

(NAPSA)—Parents know that children treat their clothing differently than adults do. Children jump through mud puddles, use sleeves as napkins, and don't think twice about stains. While most adults treat dirty clothes right away, kids will not hesitate to let clothes sit unattended in the hamper for days, getting crusty and less likely to ever be truly clean again. One of the hazards of just being a kid is frequently ruined clothes. This creates a challenge for parents. With a bit of homework about buying and caring for children's clothes and a little help from the professionals, though, parents can meet that challenge.

"There are ways to delay the signs of wear and tear that many parents dread," says Jerry Williamson, children's wear expert at VF Playwear, makers of Healthtex®. "Proper care can help make your kids' clothes last longer and look better."

Some tips that Williamson suggests for parents trying to keep children's clothing looking its best are basic—select the right water temperature, wash clothes loosely, don't over-dry, and remember to pre-treat stains. By following the proper care instructions, parents can extend the shelf life of clothes.

In addition, Williamson recommends looking at labels when shopping for children's clothes. Some fabrics are specially treated to resist some of the big culprits of wear and tear in kids' clothing, such as fading, shrinking, staining, and pilling. Few have had protection against all of them, until now.

Healthtex recently unveiled a unique innovation—"kidproof" clothing. Healthtex® featuring Kidproof® clothes offer added protection that reduces fading, reduces shrinkage, and resists most stains includ-



ing chocolate, grape juice, and grass. In addition, Kidproof minimizes pilling (those pesky little fuzz balls), crocking (color rubbing off), and leaves clothes softer and more comfortable than other children's clothing. Clothes treated with Kidproof will perform better, are easier to care for, and last longer.

"We asked parents what really drives them crazy about their kids' clothes," said Stormy Agner, marketing communications manager at Healthtex. "Kidproof is the first fabric treatment that tackles so many of the pitfalls of children's playwear at an affordable price."

By looking for fabric that is treated especially for a kid's level of activity and by taking a few extra steps to care for children's clothing, parents can let kids get busy being kids while keeping their clothing looking newer, longer.

Exclusive to VF Playwear, Healthtex® featuring Kidproof® is currently available in both boys' and girls' knit playwear through department, chain, and kids' specialty stores nationwide—call 1-800-554-7637 to find the nearest retail outlet. For more information, visit www.healthtex.com.