

SAFETY SENSE

Advancements in Helmet Technology

(NAPSA)—Usually when skiers, cyclists and other active people choose a helmet, their decision is based on how good it looks and feels, not on how well it protects. It is true that no one wants to wear a helmet that is not stylish or comfortable, and fit certainly is important. But how a helmet protects is the most vital factor to consider when choosing the right one.

Not all helmets work to protect in the same way, and it is important for people to consider this before strapping one on. Foams called EPS and EPP, used in most helmets for more than 30 years, absorb energy by breaking upon impact. If the impact is not hard enough to crack or break the foam, then the majority of the force is transferred through the helmet directly to the person's skull.

New advancements in helmet technology have led to the development of a foam liner, called Zorbium™ Foam, that protects in a different way: by absorbing energy and rebounding on impact. Engineers at W Helmets™ (which was named after Wendy Moore who died while skiing without a helmet) invented Zorbium Foam to make helmets safer year-round for skiing, snowboarding, bicycling, skateboarding, and other non-motorized action sports. W Helmets are ATSM certified for all these activities.

Many people are not aware that some helmets cannot be worn again after taking just one hit—the helmet has done its job and it is time for a new one even if the slightest foam crack occurs. Because Zorbium does not have to break to work and rebounds after impact, it can be worn again to provide protection more than once. Zorbium makes W Helmets a true multiple-impact, multiple-sport helmet.

For helmets to provide maximum protection, they have to stay put. W Helmets are equipped with an exclusive Dialit™ System that



New advancements in helmet materials make them safer than ever.

helps achieve the perfect fit with a simple turn of a dial on the back of the helmet. For comfort, a built-in climate control system called the Slider™ allows vents to be easily opened and closed for superior ventilation and to adjust to hot and cold weather.

Recognizing that no one will wear a helmet if it doesn't look good, W Helmets designers did not sacrifice style for safety. The sleek design is available in hot colors like Ruby Red Metallic, Gypsy Blue Metallic, Pearlescent White, Chromashift Copper/Green, Carbon Fiber, Gun Metal Silver and Midnight Metallic.

More people are taking to the slopes than ever before, and experts say chances are that 10,000 may leave with some type of head injury this season. The most serious accidents among skiers and snowboarders usually involve head injuries. It is time to rethink helmet protection. No matter what the sport or skill level, helmet wearers must remember to act responsibly. Engineers at W Helmets are working to advance helmet protection so that you can "Mind Your Melon™" while enjoying your favorite action sports year-round.

For more information, visit the Web site at www.whelmets.com, or call W Helmets at 800-816-2505.

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Note to the Editor: This is to replace the story titled "Choosing The Right Helmet" in booklet 2066. Please place this version of the story.