

COOLFLEX STARTER GUIDE

A practical quick-start guide for your CoolFlex 3-pack cooling towel set.

KEEP GOING

Black towel - movement mode

STAY COOL

Blue towel - recovery mode

NO LIMIT

Gray towel - everyday mode

Use this guide to activate your towel, choose your CoolFlex team, care for your set, and join the CoolFlex Challenge Club.

Created for Declet Emporium customers - decletemporium.com/coolflex/

1. Quick Start: How to Activate Your CoolFlex Towel

CoolFlex is simple to use. You do not need batteries, sprays, ice packs, a fridge, or a freezer to activate it. Water is enough.

1	Wet It Soak the towel in cool water for 20-30 seconds.
2	Wring It Out Remove extra water so it feels damp, not dripping.
3	Wear It Place it around your neck, shoulders, head, wrists, or arms.

Tip: Re-wet anytime the towel starts to warm up. You can place the damp towel in the fridge or freezer for a stronger cold feel if you want, but it is not required. CoolFlex activates with water.

2. Choose Your CoolFlex Team

Each towel has a different message. Pick the one that matches your moment and use it in your challenge posts.

Team	Towel	Best For
Team Keep Going	Black	Workouts, walks, training, gym days, and moments when you need to push through.
Team Stay Cool	Blue	Recovery, stretching, outdoor days, hot weather, and staying fresh.
Team No Limit	Gray	Travel, errands, work, sports, and everyday movement.

Join the community: facebook.com/groups/coolflexchallengeclub

3. Ways to Use CoolFlex

Gym and workouts

Wear it around your neck during warmups, cardio, strength sessions, or cool-downs.

Outdoor days

Use it for walks, yard work, sports, beach days, parks, and summer events.

Travel and errands

Keep one in your bag for hot cars, long lines, theme parks, road trips, and busy days.

Recovery and comfort

Use it after movement, stretching, or anytime you need a quick cool-down.

Work and daily life

Helpful for warm work areas, deliveries, outdoor jobs, and active routines.

4. Care Instructions

- Hand wash or machine wash in cold water.
- Avoid fabric softener because it can block the towel fibers.
- Air dry when possible.
- Store clean and dry in your bag between uses.
- Re-activate with water anytime the towel starts to warm up.

5. Mistakes to Avoid

- Do not depend on the fridge or freezer. They are optional, not required.
- Do not store the towel wet for a long time.
- Do not use bleach or harsh chemicals.
- Do not use fabric softener.
- Do not leave it in a sealed bag while damp for days.

6. TikTok Challenge: Show Your CoolFlex Team

Create a quick video showing your towel team and how you use CoolFlex in real life.

- Choose your team: Keep Going, Stay Cool, or No Limit.
- Wet it, wring it out, and wear it.
- Show your CoolFlex moment: gym, outdoors, travel, sports, work, or a hot day.
- Use the hashtags #CoolFlexChallenge, #TeamKeepGoing, #TeamStayCool, #TeamNoLimit, and #DecletEmporium.

Quick script: "I am Team [Keep Going / Stay Cool / No Limit]. Wet it, wear it, and keep moving with CoolFlex."

7. CoolFlex Checklist

☐	I activated my towel with water.
☐	I chose my CoolFlex team.
☐	I joined the CoolFlex Challenge Club.
☐	I posted or saved my first CoolFlex moment.
☐	I washed and stored my towel correctly.

8. Stay Connected

CoolFlex updates will include new products, challenges, care tips, deals, and customer features. The official Google Form sign-up list is coming soon.

Website: decletemporium.com/coolflex/

Facebook Group: facebook.com/groups/coolflexchallengeclub

Email: decletemporium@gmail.com

Keep Going. Stay Cool. No Limit.