

December 6th, 2012 Ottawa, Canada - **BlowMeCool Inc. introduces a new unique product for women with menopausal hot flashes!**

The new BlowMeCool mini-fan has no exposed propellers or blades. Its unique design allows it to operate while hidden in the hand, delivering a stream of air that women who experience hot flashes will love.

BlowMeCool Inc is a year old Ottawa based company that manufactures and distributes the BlowMeCool device. The company recognized women want a more subtle, discreet way of cooling themselves during hot flashes. "I saw too many women grab for anything available and start fanning away at the air in an effort to cool their face" says Brian Burge the founder of BlowMeCool. The industry has generated a wide range of mini-fans, but the BlowMeCool small, light weight, quiet, no propeller design is unique.

Women don't want to broadcast the fact that they are in that certain time of life - it's important to have some style during inconvenient hot flashes. The BlowMeCool mini-fan is so discreet it will not even be noticed whether in an office, restaurant, or just out shopping.

The durable, high quality mini-fan's lithium-ion battery is recharged with a standard micro-USB connection. An LED light flashes to indicate the need to recharge, and it also serves as a mini-flashlight for those dark restaurants where a little extra light is desirable.



BlowMeCool is available on-line and through selected retailers (see retail partners at: www.blowmecool.com).

"It's so quiet nobody even knows when I'm blowing myself cool. Always available - a friendly little fan support during my hot flashes - is pretty cool," says Angie, age 52, Ottawa.

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