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AATCC NEWS



Association of Textile, Apparel & Materials Professionals



April 7, 2015

AATCC Knows: Textile Testing



Textile Knowledge
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Antimicrobials Keep Yoga Apparel "Hot"

As the trend of wearing yoga clothes as everyday apparel grows, so does the search for solutions that keep those yoga togs from *smelling* like you've done a lot of "hot yoga."

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2015 International Conference

Enjoy photos and videos from our recent International Conference in Savannah, GA. Also, see our [Twitter](#), [Facebook](#), and [Google Plus](#) pages with #a2ic15. Follow us on social media and download the [AATCC app](#) on your phone for the latest news and updates!

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April Webinar to Focus on Weaving Compliance and Regulatory Requirements into Textile R&D

Join us on April 23 at 11:00 AM (EDT) as Joe Walkuski with TEXbase presents this informative webinar.

[More info...](#)



May Committee Meetings

AATCC Technical Committee meetings are open to all with no fees. Come join us for research committees, speakers, interest group meetings, and networking.

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UPCOMING EVENTS

[For complete list and updates, visit the AATCC Events page](#)

April 23, 2015

11:00 AM (EDT)
Weaving Compliance and Regulatory Requirements into Textile R&D Webinar
[more info...](#)

May 5-7, 2015

May Committee Meetings
Research Triangle Park, NC
[more info](#)

May 17-19, 2015

STRC 2015 Conference
Greenville, SC
[more info...](#)

June 10-14, 2015

The 13th International Wool Research Conference & AATCC Sustainability Symposium
Zhejiang Sci-Tech University
Hangzhou, Zhejiang, China
[more info..](#)

September 16-17, 2015

Antibacterial/Odor Conference
Research Triangle Park, NC
Mark Your Calendar!

**If you would like to register for an event please contact our [Education Department](#).

Student Competition Deadlines

April 9, 2015

C2C® Student Design Competition
Entries Due
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April 29, 2015

C2C® Student Merchandising Competition
Entries Due
[more info...](#)

Open Enrollment

Textile Fundamentals Web-Based Training
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Online AATCC Test Method Training

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AATCC Recorded Webinars

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Getting White Right

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Proficiency Testing Registration

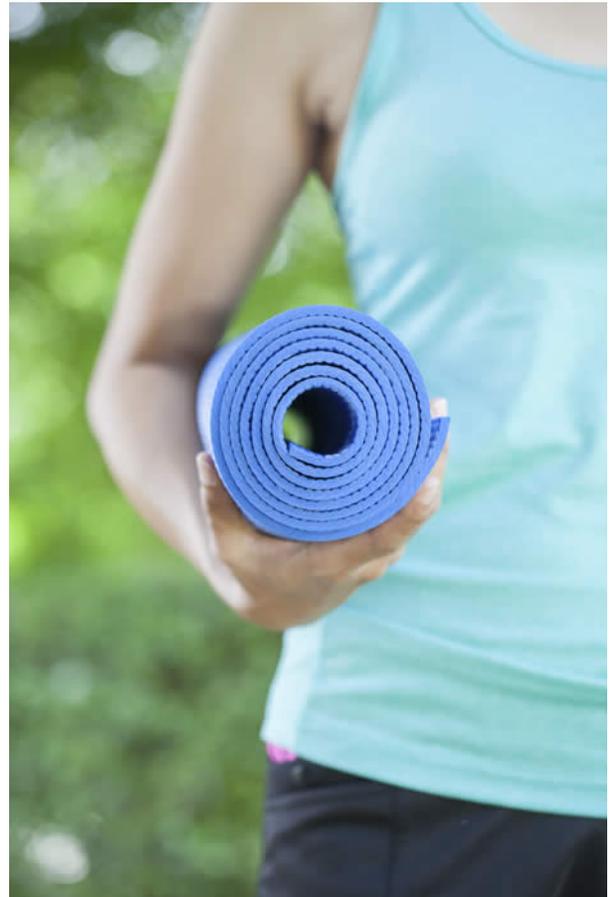
May 5, 2015
Colorfastness
[more info...](#)

AATCC NEWS

Antimicrobials Keep Yoga Apparel "Hot"

By Glenna Musante

Look through the pages of any women's sportswear catalog and you may spot the threads of a quickly growing trend.



According to some brands that specialize in yoga togs and accessories, more and more yoga enthusiasts are wearing yoga active wear all the time. This means consumers are looking at this sector of active wear increasingly as [general lifestyle attire](#) that needs to straddle many parts of life.

This has led to a new demand for [yoga clothes that have potent wicking](#) and [antimicrobial capabilities](#) to make it possible to wear yoga attire throughout the day after yoga class. This is especially true for items purchased for use with [hot yoga](#), where temperatures as high as 105° F will set the stage for heavy perspiration, and the bacteria and odor that follow.

As with any sport or strenuous physical activity, lingering odor on fabrics can be a major issue, and wicking fabrics and antimicrobials are being used to help control that problem.

Although wicking helps remove odor-causing bacteria from the skin, it does not necessarily protect active wear fibers from bacterial odor growth. Over time, this can result in sports attire being thrown out long before an item has worn out.

[Lululemon Athletica](#) has aggressively embraced this trend by weaving silver-based antimicrobials into their

yoga lines and investing millions in a high profile ["no-stink" campaign](#) designed to draw attention to their use of antimicrobials.

According to a 2013 announcement from Lululemon, the brand has signed an exclusive contract with [Noble Biomaterials](#) to use Noble's X-Static antimicrobial technology in Lululemon's yoga performance apparel lines. The announcement was considered so important, in fact, that it was made by Lululemon during one of the company's earnings calls with global financial markets.

Other antimicrobial companies, such as [Silvadur](#) and [Agiene](#) (which sell silver-based antimicrobials) are already in active wear and could have potential in the yoga sector.



[Sanitized](#) sells a variety of antimicrobials including silver-based products and antimicrobials for textile applications based on [Pyriithione zinc](#), the same active ingredient found in dandruff shampoo. According to Darrell Burnette, business development manager for North America at Sanitized AG, Sanitized antimicrobials also have applications in the yoga sector and are typically included in the polymer.

[Chem-Tex Labs](#) sells an antimicrobial based on chitosan, a crab shell derivative. Their product, which is called Bac-Shield, can be

sprayed on yoga mats and yoga clothes. John Cottrell, director of development and sales for Bac-Shield at Chem-Tex, says that Bac-Shield doesn't replace laundering, but provides a layer of antimicrobial protection that can help control odor-causing bacteria during product use.

Bottom line? Clothes that can be worn after a strenuous workout without being odiferous, as they say, appear to be growing in popularity in this sector of the performance market, and also others.

Just don't expect them to replace antiperspirants or laundering...yet.