Script: Animation Sequence

Original	Revision
When it comes to performance fabric, nothing compares to <redacted>. See, the body is a heat engine: twenty-four hours a day your body vents this heat by continuously releasing vapor. Releasing this vapor helps maintain your optimum core temperature for peak performance. But unless this water vapor can be removed from your clothing it builds up and creates a humid and uncomfortable microclimate that can lead to overheating. [**Notes:** Removed superfluous words. Removed noun modifier for the same reason. Changed auxiliary verb from “can” to “is” to show actuality rather than merely potential. Revising to use stronger words other than “that” and “can.”] <redacted> pulls the water vapor away from your skin and speeds evaporation of it out of the clothing. No other fabric technology can do this. [**Notes:** This sentence is repeated again in the first bullet point, emphasizing this particular information. Is this acceptable? Also, standardizing word usage: using “attract” rather than synonyms like “pull.” Removed superfluous words.	When it comes to performance fabric, nothing compares to <redacted>. The human body is a heat engine: twenty-four hours a day, your body vents heat by continuously releasing vapor. Vapor release helps maintain your optimum core temperature for peak performance. But unless this water vapor is removed from clothing, it builds up and creates a humid, uncomfortable microclimate, potentially leading to overheating. <redacted> attracts the water vapor away from your skin and speeds evaporation from clothing. No other fabric technology manages this. <redacted> works at the micro level, with active particles. Though far too small to see, these active particles exhibit three important qualities: • These active particles like water, and through electrostatic force, attract the vapor your body produces. • They absorb the infrared energy your body naturally emits, heating the particles to speed evaporation. • They add a huge amount of surface area, allowing the yarn to evaporate more water faster. Beyond just keeping you

Removing pronouns and substituting nouns. Changed “can do” to “manages”] <redacted> is working at the micro level, with active particles. Though far too small to see, these active particles do three very important things. [**Notes:** Change verb to active voice. Substitute concrete nouns to avoid abstraction.] First, they like water. These active particles attract the vapor your body produces though electrostatic force. Second, they absorb the infrared energy your body naturally emits. This IR light heats the particle and speeds evaporation. And third, they add a huge amount of surface area, which allows the yarn to evaporate more water faster. [**Notes:** Using first, second, etc. indicates priority, rather than in this case where all elements are acting simultaneously. Combined sentences within each bullet to create a single sentence for each. I’m not pleased with the phrase “huge amount,” but other substitutes sounded too ponderous.] Beyond just keeping you comfortable, products with <redacted> have faster drying rates and help your body cool itself more efficiently – which means your body won’t have to expend more resources to maintain optimum temperature. Plus <redacted> is naturally derived and will never wash out.	comfortable, products with <redacted> have faster drying rates and help your body cool itself more efficiently. Your body won’t have to expend more energy to maintain optimum core temperature. Also, <redacted> is naturally derived and never washes out. <redacted> helps you work harder, play longer, and be more comfortable in a wider range of conditions.

[**Notes:** The word “plus” is a mathematical term, rather than a term for a sequence or list.] Bottom line: <redacted> helps you work harder, play longer, and be more comfortable in a wider range of conditions. [**Notes:** Removed superfluous words.]	
Word Total: 240	Word Total: 215

Revision:

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The human body is a heat engine: twenty-four hours a day, your body vents heat by continuously releasing vapor. Vapor release helps maintain your optimum core temperature for peak performance. But unless this water vapor is removed from clothing, it builds up and creates a humid, uncomfortable microclimate, potentially leading to overheating.

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- These active particles like water, and through electrostatic force, attract the vapor your body produces.
- They absorb the infrared energy your body naturally emits, heating the particles to speed evaporation.
- They add a huge amount of surface area, allowing the yarn to evaporate more water faster.

Beyond just keeping you comfortable, products with <redacted> have faster drying rates and help your body cool itself more efficiently. Your body won’t have to expend more energy to maintain optimum core temperature. Also, <redacted> is naturally derived and never washes out.

<redacted> helps you work harder, play longer, and be more comfortable in a wider range of conditions.