Survival-content

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**SUBJECT: Put Your Survival Clothes On, <firstname>. You’ll Catch Your Death Out There!**

It’s amazing the difference between being properly dressed for survival and not being so. In fact, it means the difference between comfort and discomfort at a minimum; and between death and life at a maximum.

The clothes you go into a survival situation with are integral in importance. Cotton clothing holds perspiration moisture and causes your skin to leach its heat away. This can lead to hypothermia and possibly death.

What you have on your feet is also hugely important for long-term survival success. If you get swamp foot, or blisters, or just uncomfortable feet, day after day, then it takes a negative effect on you.

It’s the seemingly little things about survival that make it possible or not. In most survival scenarios, you are not going to be threatened by a grizzly bear. You are not going to have to saw your own arm off. In most cases, you will be far more challenged by things like hunger, thirst and mosquitos.

Ensuring that your clothes are conducive to survival can save you a lot of discomfort - and maybe even save your life. Visit XXX right away and learn more about the proper clothes to choose if you find yourself in a survival scene.