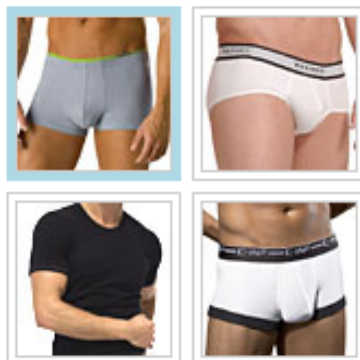


The Underwear King: Eco-undies

Michael Kleinmann
President, freshpair.com

I know what you're thinking: If it's good for the environment, it's got to be ugly, right? Wrong. These styles are hot -- *and* they're all made from natural fibers, using environmentally conscious techniques.



The joy of soy

caption: \$24, freshpair.com

If you don't know the miracles of soy, let me give you a couple of its best features. It's naturally antimicrobial, moisture-wicking and offers UV protection. Sort-of makes you want to take that plate of edamame from the Japanese restaurant and turn it into underwear, doesn't it?

Photo courtesy of Freshpair.com.

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