



## Unequal Soccer Headgear Scores 5 out of 5 Stars Unequal Halo top-rated by Virginia Tech head impact study

DALLAS (May xx, 2018) – [Unequal](#), the leading provider of customized sports protective gear, was recently recognized in an extensive study at Virginia Tech’s Department of Biomedical Engineering and Mechanics. Conducted at the university’s self-styled “Helmet Lab,” the [results are the first independent ratings](#) assigned to the evaluation of protective headgear for soccer players.

Virginia Tech research associates tested 22 headgear models from 12 brands on a 5-star scale, giving consumers the means to differentiate models on how effective they are in reducing overall head-injury risk, according to the university’s algorithms and methodology. The research team used an impact simulator that mimics two players’ heads colliding in a real-world match. The team tested each model at three different impact speeds and two impact locations. As two dummy heads slammed together, with and without headgear, embedded sensors measured linear and rotational acceleration. Those values were used to calculate a star rating, which represents how much the equipment reduced a player’s risk of concussion for a given impact.

Both Unequal 10-millimeter Halo models earned a top rating of five stars, reducing the risk of concussion by 74 and 77 percent for the impacts tested. In addition, Unequal had four Halo models ranked in the top five and five Halo models ranked in the top seven spots on the list. Summarized, all Unequal Halos were rated either 4 stars – “very good” – or 5 stars – “best available.” The Virginia Tech study recommends parents purchase 4- or 5-star rated headgear.

Rob Vito, Unequal inventor and founder, said, “With girls’ youth soccer rivaling boys’ high school football concussion rates, soccer head protection is needed now more than ever. Having a third party with the credibility of Virginia Tech validate that the Halo family of soccer headgear protects at a very high level should give any parent or player confidence when making a purchase. Players can compete with significantly less concussion risk and parents can breathe easier.”

Unequal Halo Virginia Tech results:

Product	10mm HALO 2.0	10mm HALO 1.0	6mm HALO 1.0	6mm HALO 2.0	HALO 3
<b>RATED</b>	★★★★★	★★★★★	★★★★	★★★★	★★★★
<i>Reduces Concussion Risk</i>	77%	74%	64%	59%	56%
<i>Weight</i>	6.33 oz	4.12 oz	3.42 oz	3.42 oz	1.86 oz
<i>Thickness</i>	10 mm	10 mm	6 mm	6 mm	6 mm

All Unequal Halos are made from military-grade materials, including coated TriDur aramid fabric. Each Halo fits comfortably snug to the head and is designed to absorb and disperse head impact forces from falls, collisions and headers.

The Unequal Halo is available at <http://unequal.com/shop/halo> and soccer specialty retailers across the country. The Unequal Halo is priced at \$39.99-\$49.95. To learn more about Unequal products or Unequal, visit [www.unequal.com](http://www.unequal.com).

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## **About**

Invented by company founder and CEO Rob Vito, Unequal is military-grade protection that has been modified for sport. With over 100 patents in the U.S. and abroad, Unequal is fortified with protective technology like no other. From the World Cup to the NFL to collegiate, high school and youth league players, Unequal protects.

Unequal's military-grade composites are built with TriDur, Accelleron, Airilon and optional ImpacShield. This ultralight, ultrathin athletic gear works differently than virtually every other traditional foam and plastic of equal weight and thickness on the market. It absorbs, disperses and dissipates impact energy away from the body to provide the ultimate in protection. Unequal does not compromise mobility and bolsters confidence, allowing athletes to play at a higher level.

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## **Unequal**