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## OMNI-HEAT: 20% WARMER ACCORDING TO SCIENTISTS AND COLD PEOPLE.



Omni-Heat® is 20% warmer than an ordinary lining. It breathes and regulates temperature so you don't get overheated. That's because it's made with a patent-pending silver dot pattern that reflects your heat back to you. All you have to do is put it on. Visit [columbia.com/omni-heat](http://columbia.com/omni-heat) to see the warmest jackets tested by some of the coldest people in The Greater Outdoors.



*Bryce Duffy*

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