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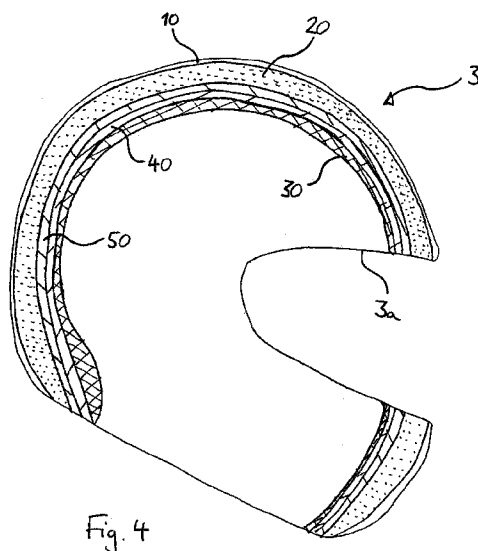
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(54) Title: BRAIN COOLING DEVICE



(57) Abstract: There is disclosed headwear comprising an endothermic reactor and a trigger to initiate an endothermic reaction in the reactor whilst being worn on a wearer's head. Such may preferentially be utilised in or in conjunction with a motorcycle safety helmet or similar crash protection device. The headwear is intended to prevent or delay the onset of brain damage as a result of serious trauma or head injury.