

FOR IMMEDIATE RELEASE

DFND Showcases Infrared Sleepwear Powered by CELLIANT® Technology at SHOT Show  
Thermal regulation engineered to support deeper sleep, faster recovery, and operational readiness

Las Vegas, NV — SHOT Show — DFND, the performance apparel brand built for military, operators, and high-output professionals, will present its Infrared Sleepwear at SHOT Show, highlighting the role of CELLIANT® infrared technology in thermal regulation and sleep optimization during rest.

Designed for individuals who operate under physical stress, irregular schedules, and high cognitive load, DFND Infrared Sleepwear focuses on one of the most critical—and often compromised—performance factors: sleep quality. At the core of the system is CELLIANT® technology, which uses embedded thermo-reactive minerals to capture body heat and reflect it back as far infrared energy. This process helps support the body's natural ability to regulate temperature, a key driver in reducing sleep disturbances and promoting more consistent REM and deep sleep cycles.

Maintaining a stable core temperature is essential for achieving homeostasis during rest. When body temperature fluctuates, sleep is often fragmented, increasing time spent in light sleep and reducing the restorative stages required for physical recovery, cognitive function, and readiness. DFND Infrared Sleepwear is engineered to help keep the body in a more balanced thermal state throughout the night, supporting longer, more efficient recovery windows—even in limited downtime.

“For military personnel and operators, sleep isn't a luxury—it's a force multiplier,” said [Steve Burnett, President] at DFND. “Our Infrared Sleepwear is designed to work when the body finally gets the chance to rest, helping regulate temperature and support deeper, more restorative sleep so operators can wake up more prepared for what's next.”

Unlike traditional sleepwear or recovery garments, DFND Infrared Sleepwear is purpose-built for operational lifestyles. The lightweight, breathable construction is non-restrictive, ultra-soft, and durable enough for repeated use in high-demand environments. The system supports recovery, making it ideal for sleep, travel or downtime between training cycles.

By centering on thermal regulation rather than stimulation or sedation, DFND Infrared Sleepwear aligns with the body's natural processes—helping operators transition out of heightened states and into meaningful recovery. The result is improved readiness, sharper cognition, and better physical resilience over time.

DFND will feature its Infrared Sleepwear at SHOT Show [Booth #20139-VE2], where attendees can learn more about the technology, construction, and real-world applications for military and tactical professionals.

For more information, visit [dfndusa.com](http://dfndusa.com) or stop by DFND at SHOT Show.