



DUDE, YER GONNA BURN THAT HEAD!

A NAKED NOGGIN AND A HEATING PLANET ARE AN UGLY COMBO. SO AS SUMMERS GET STEAMIER, COOL YOUR BROILING BRAINPAN WITH A TIP OF THE HAT TO MAMA EARTH, REAL DEAL BRAZIL STYLE.

There were those lovely seaside sundowns *con cervezas frías*. But mostly Joel and Mandie Benge's recent week-long trip to Mexico's Caribbean coast was all sun-drenched sizzle, hot, hot, hot!

But Joel had planned for that. Before he and his wife left their Baltimore-area home for sunny Isla Mujeres along Mexico's Yucatan Peninsula, he decided to get himself a new hat. Joel had seen the Real Deal Brazil recycled-tarp hat online, and thought it looked pretty cool – not like your standard touristy travel wear. But would it hold up to intense vacationing, and also fully protect his otherwise very bare head? Here's Joel discussing his much-enjoyed trip and now-trusty tarp head-topper:

"Aside from the bottled water, this hat is my new indispensable piece of gear," he wrote us via e-mail. "As a guy who shaves his head, I knew that keeping my head from burning was going to be a challenge ... (yet I ended up with) not a trace of sunburn on my head or ears."

While the couple's beach time was plenty sunny, they also experienced the full Yucatan bake effect.

"We ... rented a jeep and went inland to visit the Coba and Tulum ruins. I really needed the hat in the sun at those sites. I even wore the hat up the Nohoch Mul Pyramid.

"We also spent a lot of time



A hot sun + a bare noggin = a world of potential head hurt. Thankfully, savvy traveler Joel Benge got himself an RDB recycled-tarp hat before heading off for a week's vacation in coastal Mexico. Notice how in Joel's second photo, with RDB hat, below, that beer looks even more refreshing than it does above. Why? Cooler by association, obviously!



on the beach and in the pool," Joel added. "The hat stayed on the whole time, even in the water. So, of course, it got a little grungy.

"No worries," Joel concluded. "I just wore it into the shower and washed it up with some Dr. Bronner's Camp Soap and hung it on the line. By morning, it was dry and fresh as can be."



Fabric recycled from canvas tarps formerly covering beds of Brazilian cross-country cargo trucks carrying open freight.



Handmade by hat crafters in a remote Brazilian town. Tarp scraps reused as patches.



Bendy brims are wire reclaimed from used truck tires.



Literally no two hats alike. Varying canvas colors, holes, frayings, patches, stitching, stains. Some hats even have snippets of Portuguese stamped across them in thick black ink.



Tough to hurt; damn hard to kill. Yard/garden/out-door/travel-wear extraordinaire.



Provokes stares; wearer will weather constant where'd-ya-get-that-cool-hat questions. Seriously. It happens.



With a \$39.99 manufacturer's suggested retail price, the RDB is highly affordable cool.



For more info on the Real Deal Brazil recycled-tarp hat, contact Frank Rabey at frabey@realdealbrazil.com, toll-free at (800) 334-1078, Ext. 241, or visit the RDB Facebook site or realdealbrazil.com.

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