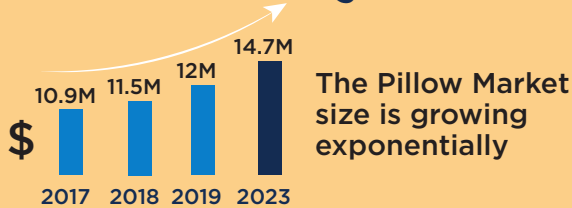


Some Fun Facts About Pillows & Sleep

Pillows are in High Demand



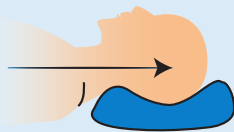
Pillows should be replaced every 1.5 yrs. (3 yrs. for memory foam)

The Importance of a Good Night's Sleep



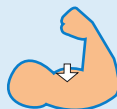
65%

Report not getting a good night's sleep 4x a week



Good sleeping posture is key to sleeping soundly

Consequences of too little sleep:



Less time for muscle growth and repair

Negative affect on mood, thinking, and appetite



Increases chances of high blood pressure and heart disease

THE PILLOW SHOULD MATCH SLEEPING POSITION Help Customers Make the Right Selection

8% of People are Back Sleepers



Pros: Good for spinal alignment and reflux. May reduce wrinkles.

Cons: Makes snoring more severe. Can cause lower back pain.

Tips: Add a pillow underneath the back of knees may help ease back pressure.

Pillow recommendations: A pillow with a thin profile, a cervical pillow, or a neck roll under the head.

15% of People are Side Sleepers

Pros: May decrease acid reflux and ward off back and neck pain. Also less likely to snore.

Cons: Can lead to wrinkles

Tips: Tuck a pillow between the knees helps keep the spine in neutral alignment.

Pillow recommendations: A medium height pillow that supports the head and neck under the head.



41% of People Sleep in Fetal Position



Pros: Can improve circulation. Less likely to snore. Recommended for pregnancy.

Cons: Restricts breathing in your diaphragm. May leave a soreness in the morning, especially is arthritis sufferers.

Tips: Straighten the body during the night/ Reduce strain on hips by placing a pillow between knees.

Pillow recommendations: A medium height pillow that supports the head and neck under the head.

7% of People are Stomach Sleepers

Pros: Less likely to snore.

Cons: May lead to back and neck pain since it is hard to keep spine in neutral position. Can put pressure on muscles and joints leading to numbness, tingling and aches.

Tips: Place a thin pillow under the pelvis to keep back aligned. Lie facedown with forehead propped up on a pillow to allow room to breath, instead of head turned to one side.

Pillow recommendations: A very low pillow or no pillow at all.



Recommending The Right Pillow

All of Contour's pillows are orthopedically-designed to support and provide correct alignment - relieving a wide variety of discomforts. Here's a chart to help you recommend the perfect pillow for your customer.

	Cloud Pillow	Cloud Cool Air Pillow	Cervical Pillow	Contour Pedic Pillow	Flip Pillow	L-Pillow	CPAPMax Pillow	Twist Pillow
Firmness	Firm	Extra firm	Extra soft	Soft	Soft	Soft	Firm	Firm
Side Sleeper	●	●	●	●	●	●	●	
Back Sleeper	●	●	●	●	●	●	●	
Stomach Sleeper					●			
Neck/Cervical Discomfort	●	●	●	●			●	●
Back Pain	●	●		●		●	●	●
Shoulder Pain	●	●		●	●	●	●	
Night Sweats		●						
Tendonitis	●		●					●
Osteoporosis	●	●	●	●		●		●
Rotator Cuff	●			●	●	●		●
Digestive					●			
Swelling / Edema					●			
CPAP Discomfort							●	
Cold / Flu					●			
Snoring					●		●	
Pregnancy / Postnatal		●		●	●	●		
Nursing					●	●		
Travel								●



“ I have suffered from night sweats for 10 years now and have always struggled to find a pillow that was not too hot. Since I have been using the **Contour Cloud Cool Air Pillow**, I haven't suffered from sweating while I sleep. The best part is that I fall asleep right away without struggling to get comfortable. It's like sleeping on a cloud (literally).”

“ **Contour Cloud Pillow** is my personal pick for my patients. 99% of my patients who have neck issues (and/or back issue) like it. I myself have been sleeping with this pillow for at least 12 years. What I like about it is that its 3 support layer feature design give support and align the neck and spine well. It is not too soft, but not too firm neither. Most of my patients who have neck pain reported that it is hard at first because everyone is used to sleep with a soft pillow. However, after awhile they found that they have less or no neck pain and can sleep better at night.”

“ I have significant issues with my neck and am always looking for a way to relieve the pain. The **Contour Cervical Pillow** fits the bill nicely as the cutout helps keep my neck off the pillow. I wake up nearly pain free (no small accomplishment).”

Our sleeping pose can have a major impact on slumber—as well as overall health. Poor bedtime posture could potentially cause back and neck pain, fatigue, sleep apnea, muscle cramping, impaired circulation, headaches, heartburn, tummy troubles, and even premature wrinkles.



MERCHANDISING MADE EASY!

A lot of profit in a small space! Contour Pillows practically sell themselves with eye-catching and informative packaging. Benefits are promoted on all sides - helpful no matter whether you stand, stack or hang the packages.

Up to \$1,600
Cash Sales
in a 4' x 6' Space
 with Contour's Sleep Solutions
*Sell thru on 1 case of all products on this planogram.