

FACTZZZZ

...ON DOWN AND FEATHER

DOWN AND FEATHER: THE HEALTHY CHOICE FOR SWEET DREAMS

The American Down and Feather Council (ADFC) notes that comforters and pillows made from down and feather have inherent natural properties that contribute to restful sleep.

NATURAL WARMTH — Down is nature’s best insulator and offers the sleep inducing benefits of warmth without weight.

CONTOURS TO THE BODY — The wonderful softness of down and feather pillows feels great and is good for you because it conforms to the body more naturally than many synthetic fibers or foam pillows. This quality has led to the increase in non-traditional pillow shapes for specific types of sleepers—such as those who sleep best with a large pillow they can “hug”, or the pillows designed for expectant mothers. In a more traditional bed pillow, the neck and shoulder muscles are less strained as the head is naturally cradled in the down and feather pillow.

IT BREATHEES — Down and feather is a natural material that wicks moisture away and allows it to quickly evaporate rather than trapping moisture. Waking up in the night having to throw off a blanket because of feeling overheated is a thing of the past when your pillow and comforter are made from down and feather.

HYPOALLERGENIC — Dust mite allergies plague at least 10 percent of the population and are a leading contributor to developing asthma. Hypoallergenic down and feather is a good product for allergy sufferers because the natural breathability means that moisture—which dust mites need to live and thrive—is not trapped in the fibers. Additionally, the fabrics that encase the down and feathers are tightly woven—possessing a high thread count—in order to keep any feathers from escaping. This tightly woven fabric also serves as a barrier to dust mites.



WHY SHOULD YOU LOOK FOR THIS LABEL?

...because it takes the guesswork out of shopping for down and feather.

Seeing this ADFC Seal of Approval on your bedding packaging is a mark of quality. It assures that the product meets all state and federal requirements and industry standards in the following areas:

CONTENT

- To be labeled as a down product, down content must be labeled and must contain a minimum of 75% down cluster
- In products that contain both, down and feather content percentages must be listed (i.e. 50% down/ 50% feathers)

CLEANLINESS

- Down and feathers are processed to the highest cleanliness standards

COMPLIANCE

- To be listed as hypoallergenic, the products must adhere to prescribed oxygen and turbidity levels
- The volume—or fill power—must be measured and listed as cubic inches per ounce
- Thread Count of the coverings must conform to Federal Trade Commission (FTC) rules regarding the number of threads per square inch of fabric. Specifically, two-ply yarns must be counted as a single thread and may not be used to double the thread count.

Under the American Down and Feather Council’s (ADFC) labeling program, all sampling, classification and testing of the filling material must be done in accordance with International Down and Feather Bureau (IDFB) testing standards and be performed by an IDFB certified testing laboratory.