

Down and Feather For a Healthier Sleep

Sleep issues affect us all...



Sleep problems threaten the health and quality of life for as much as **45 percent of the global population**¹.

87%

87 percent of people globally ranked sleep as very or somewhat important to their overall health².



57 percent of people across the world admit that while their sleep could be better, they haven't taken action to improve it².



Lack of sleep can...

Affect a person's judgment, mood and ability to learn or retain information
Contribute to more serious health issues, including hypertension, depression, diabetes and obesity³.

Down and feather bedding...



REGULATES BODY TEMPERATURE

Although down is nature's best insulator, this natural material also wicks away moisture and perspiration, which can help regulate body temperature⁴ and keep sleepers cool and comfortable during the warmer months, reducing wakefulness as a result of being too hot or too cold.



OFFERS WARMTH WITHOUT WEIGHT

Down is nature's best insulator and offers the sleep-inducing benefits of warmth without weight, providing a more comfortable night's rest.



PROVIDES PROPER SUPPORT

Down and feather pillows conform to the body more naturally than many synthetic fibers or foam pillows,⁴ so the neck and shoulder muscles are less strained.



IS HYPOALLERGENIC

In America alone, nearly 20 million people suffer from dust mite allergies⁵. Down and feather bedding can help reduce nighttime sniffles—thanks to the latest technology used to process down, these products provide a clean, natural and dry environment that is not conducive to dust mites. Additionally, the tightly-woven fabrics of down and feather products create a barrier to these unwanted intruders.

For more information, visit www.downandfeathercouncil.com

¹ News, CBC, "Lack of Sleep Called 'global Epidemic'" CBCnews, CBCnews, 18 Mar. 2011, Web, 28 Aug. 2015.
² Sleep: A Global Perspective, Rep. Phillips, 2015, Web, 28 Aug. 2015. <<https://www.sleepapnea.com/worldsleepday/Sleep-survey-report-FINAL.pdf>>.
³ Peri, Camille, "10 Surprising Effects of Lack of Sleep." WebMD, WebMD, 13 Feb. 2014, Web, 28 Aug. 2015.
⁴ "Down and Feather Products." Home Fashion Products Association :, American Down and Feather Council, 2014, Web, 28 Aug. 2015.
⁵ "Dust Mites." AAFA.org, Asthma and Allergy Foundation of America, 2005, Web, 28 Aug. 2015.

