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**THE HEALTH ADVANTAGES OF SLEEPING WITH DOWN AND FEATHER BEDDING**

**[YOUR CITY (TODAY’S DATE)]**— In today’s fast-paced world, millions of people go without the recommended number of hours of sleep, or rely on medications to help them fall asleep at night. In fact, sleep problems have become a global epidemic, threatening the health and quality of life for as much as 45 percent of the global population. 1

In the short term, lack of sleep can affect a person’s judgment, mood and ability to learn or retain information. Long-term sleep issues can contribute to more serious health issues, including chronic conditions like hypertension, diabetes, depression and obesity.

An important step to a healthier life is getting a good, natural night’s sleep. In a U.S.-based survey conducted by the American Down and Feather Council ([ADFC](http://downandfeathercouncil.com/)), 70 percent of consumers surveyed who use down and feather products agreed that they get a better night’s sleep with down and feather bedding. But, why?

**They help regulate body temperature.** Down—nature’s best insulator—not only offers warmth without weight, but helps regulate body temperature by naturally wicking away perspiration to help keep sleepers cool and comfortable during the warmer months. With down and feather bedding, consumers no longer have to worry about their sleep being disrupted by waking up in the middle of the night to throw off the covers.

**They naturally conform to the body.** Down and feather products don’t just have the lowest carbon footprint of any filler material – they’re naturally more comfortable, too! The softness of down and feather pillows allows them to conform to the body more naturally than many synthetic fibers or foam pillows, so the neck and shoulder muscles are less strained, providing a more comfortable sleep and improving overall health.

**They are hypoallergenic.** The natural breathability of down and feather products prevents moisture from being trapped in the fibers, which otherwise can create an environment where dust mites thrive. Furthermore, the tightly-woven fabrics that encase the down and feathers have the capability of locking-out dust mites, which can lead to more nights of undisturbed sleep for allergy and asthma sufferers.

“Sleep is essential to our health, yet many people with sleep problems don’t realize that something as simple as switching their bedding can impact their overall health,” said Siegfried Böhler [OR RETAILER REPRESENTATIVE], executive director of the International Down and Feather Bureau ([IDFB](http://www.idfb.net/)) [OR RETAILER REPRESENTATIVE TITLE]. “In fact, in the U.S. alone, more than 50 percent of all American consumers recently surveyed by ADFC—the American member association of IDFB—agreed that there are health benefits to sleeping with down and feather products.”

For more information about the benefits of down and feather products, and tips on how to buy them, please visit [www.downandfeathercouncil.com](http://www.downandfeathercouncil.com) [OR RETAILER LOCATION OR WEBSITE].

1. Wade AG, Zisapel N, Lemoine P. Prolonged-release melatonin for the treatment of insomnia: targeting quality of sleep and morning alertness. Ageing Health 2008; 4 (1): 11-12.

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**About the American Down and Feather Council (ADFC):**

The American Down and Feather Council (ADFC), a section of the Home Fashion Products Association (HFPA), is a voluntary association of manufacturers of natural fill bedding products, as well as dealers, buyers, sellers and processors of feathers and down for use in home fashion products. The goal of the ADFC is to further the common interests of the down and feather products industry and to maintain and improve product quality. For more information, visit [www.downandfeathercouncil.com](http://www.downandfeathercouncil.com).