



ZQ MERINO SLEEP BETTER WITH WOOL

45%

OF THE WORLD'S POPULATION
EXPERIENCE



SLEEP PROBLEMS

THE PROBLEM

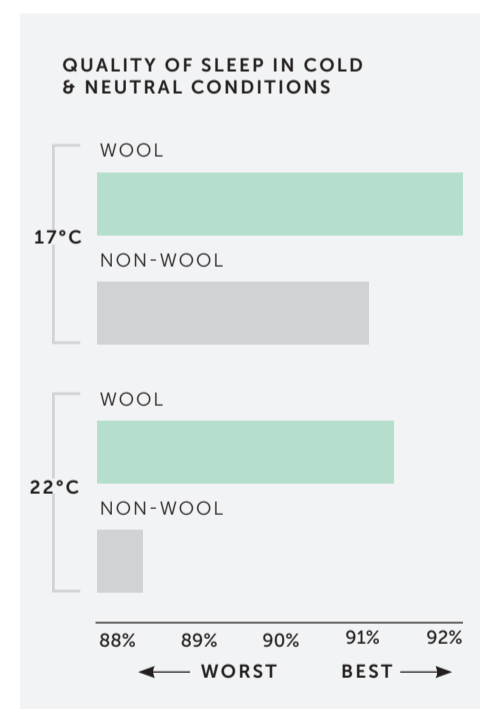
You all know the amazing feeling of vitality when you wake up and face the day after you've had a great night's sleep. However, sleep problems constitute a global epidemic affecting up to 45% of the world's population » (www.worldsleepday.org).

When you sleep, your body rests – conserving energy and decreasing blood pressure, heart rate, breathing rate and body temperature. Lack of sleep, or sleep insufficiency, has been linked to numerous health-related illnesses, motor vehicle crashes, and work place errors and accidents.

THE SOLUTION

An AWI-funded study carried out by Sydney University has revealed that woollen pyjamas and bedding provide a better night's sleep compared to other fibre types. The pilot stage of this three-year study trialled eight participants sleeping with wool and non-wool bedding and sleepwear in cold (17°C) and neutral (22°C) conditions.

This study has revealed that sleeping with wool bedding and apparel promotes sleep onset and efficiency.



WHILE YOU SLEEP...



Latest research (www.sciencemag.org) has gone one step further and reports that when you sleep your brain cleans itself of neurotoxic waste products that accumulate in the awake central nervous system – restoring and repairing your brain, allowing you to function better and more efficiently when awake.

This is why getting a good night's sleep is critical for your overall health and well being.



THE BENEFITS

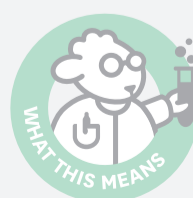


To ensure a great night's sleep you need to be thermally comfortable – not too hot or too cold. ZQ Wool has the amazing ability to regulate temperature and humidity to work in tandem with your body.

PERFECT FOR YOUR LITTLE ONES



We also know the proven benefits of nurturing our babies in wool. Studies have found that babies sleeping on wool lowers their rate of activity and provides a deeper, more restful sleep. This also results in faster rates of growth.²



Sleeping with wool is a healthy, safe and proven sleep system for the whole family – you will be more comfortable, have a better night's sleep and wake up refreshed and restored when sleeping with wool.

REFERENCES: 1. Dickson, P.R. (1984), Medical Journal of Australia, January 21, p87–89; 2. Scott, S., Cole, T., Lucas, P., Richards, M. (1983), The Lancet Volume 322, Issue 8357, p1014–1016.