

***“The worst thing in the world is to try to sleep and not to.”***

*F. Scott Fitzgerald*

## **Nothing refreshes like a good night’s sleep.**

*And nothing sleeps like a pure down duvet from SleepCo. You will never sleep better than when enfolded in an all-natural cocoon of pure down and luxurious cotton linen. Immerse yourself in the airy warmth and luxurious lightness of pure down and sleep like a baby.*

*SleepCo is passionate about sleep. Our high quality down duvets and pillows are as long lasting as they are beautiful. If you are looking for an all-entry pass into the land of dreams, we are here to guide you.*

## **Design Your Perfect Night’s Sleep**

*4 steps to creating a better sleep experience:*

### **Your Pillow**

*It is arguably the single most important item on your bed - your pillow. The right pillow will comfort and cocoon your head throughout the night and is also your insurance against stiff neck muscles the next day. Even a great mattress will seem less so when you sleep with the wrong pillow.*

*The right pillow is a personal choice. For this reason SleepCo can produce any size and shape of pillow you may desire. When choosing your pillow we suggest you consider the following; softness, support, and size.*

*Softness and support is a function of the filling – choose one which has a high down content as this gives a luxurious feel as well as having the ability to breathe (down is naturally inhospitable to dust mites – the major cause of allergies). A firmer pillow will need some small feathers added for extra resilience. For a firm pillow we layer the fillings to give you the best of both worlds.*

### **Your Sheets**

*Next to your pyjamas, sheets are the closest thing to your skin when you sleep. The best thing you can do for your body is place it between 2 sheets of 100% cotton of a high thread count. Cotton fibre breathes, will wick away moisture, and is all-natural.*

*The rule of thumb when choosing linen is to buy the highest thread count you can afford. To treat yourself go for 100% cotton percale with a 400 thread count. Not only will good quality linen last you a very long time it will also be soft and luxurious to the touch.*

### **Your Duvet**

*A good duvet should keep you warm without causing you to perspire. Usually we perspire because the duvet is too heavy and/or the filling does not allow excess humidity to escape. Nature’s insulator, down, has the unique ability to keep us covered with warm pockets of air, whilst still being able to wick away moisture. Down is so incredibly light you will hardly be aware of the duvet at all.*

### **Your Experience**

*Finally, respect your body’s natural resistance to change and give yourself time to adapt to your new bedding. This is especially true when sleeping on a new pillow – your body will soon adjust to the wonderful experience of luxury. All that remains is for you to congratulate yourself on choosing SleepCo, close your eyes and, tonight, dreams will be yours.*

*For more information contact us at [info@sleepco.co.za](mailto:info@sleepco.co.za)*

*Or visit our website at [www.sleepco.co.za](http://www.sleepco.co.za)*

