

THE SCIENCE OF SLEEP

43%

of Americans admit they don't feel their best due to lack of sleep¹

9 out of 10 people rate a comfortable mattress and pillow as important to a good night's sleep²

After **2 years**, **1/3** of a pillow's weight contains dead skin, bugs, dust mites and droppings³

10% of people and **80%** of allergy sufferers are allergic to proteins found in waste and decomposed dust mites⁴

Body temperature needs to drop **2°** to fall asleep⁵

-2°

Sleeping environment should be a controlled **65°**⁵



For optimum neck support your pillow should be **4-6** inches tall⁶



The average mattress lifespan = **8 years**⁷

HOW POOR SLEEP CAN AFFECT HEALTH



Regularly sleeping less than 6 hours per night can increase development of heart disease by **48%**⁸



1.5 hours less sleep for 1 night could mean up to **32%** reduced alertness⁹



Troubled sleepers are **6 times** more likely to develop Type 2 diabetes¹⁰

DOW COMFORT SCIENCE FOR A BETTER NIGHT'S REST

Fresh and Clean

Unique memory foam technology allows pillows to be washed in front-loading machines for cleaner, healthier sleep



Keeping Beds Cool with High Airflow and Gel Technology

Polyurethane science enables improved airflow in and out of foam cells and cooling gel technology for a controlled and ideal sleep environment

Polyurethane Foam Delivers Superior Support
The science of foam technology enables a range of support factors to prevent misalignment in the neck and back and associated health problems, like stiff muscles, headaches and sore joints

HEALTHY SLEEP TIPS

Design your sleep environment

Stick to a schedule

Sleep on a comfortable mattress and pillow

DOW

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¹ Source: <http://www.unitedpatientsgroup.com/blog/2014/10/13/tossing-and-turning-sleeplessness-in-america/>

² Source: sleepfoundation.org/sites/default/files/bedroompoll/NF_Bedroom_Poll_Report.pdf

³ Source: <http://www.dailymail.co.uk/health/article-2006760/Pillows-breeding-grounds-pests-diseases.html?ITO=1490>

⁴ Source: <http://www.achooallergy.com/about-dust-mites.asp>

⁵ Source: <https://sleepfoundation.org/bedroom/touch.php>

⁶ Source: <http://www.spine-health.com/wellness/sleep/pillow-support-and-comfort>

⁷ Source: www.ncbi.nlm.nih.gov/pubmed/8746400

⁸ Source: <http://www.sciencedaily.com/releases/2011/02/110208091426.htm>

⁹ Source: www.ncbi.nlm.nih.gov/pubmed/8746400

¹⁰ Source: http://articles.orlandosentinel.com/2010-10-05/health/os-diabetes-and-sleep_1_glucose-diabetes-study-participants