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Can't Sleep? The 7 Surprising Sleep Benefits Of Wool

Trouble sleeping? Have you tried wool?

It may surprise you to learn that nature's miracle material could be the key to a better night's sleep. Wool is a natural sleeping aid, so if you're not sleeping well, switching to wool bedding is one way to improve your snooze quality. Here's how...snooze quality. Here's how...

The 7 Surprising Sleep Benefits of **Wool**...

Ssssh... it's a little-known secret that **wool** can help you get a better night's sleep. Here's how...

1

IT KEEPS YOU COOL

Wool is a natural, breathable fibre unlike synthetic alternatives.



Wool Duvet

Wool Mattress

2

IT KEEPS YOU WARM

It's a natural insulator, keeping your body at its optimal temperature for sleep.

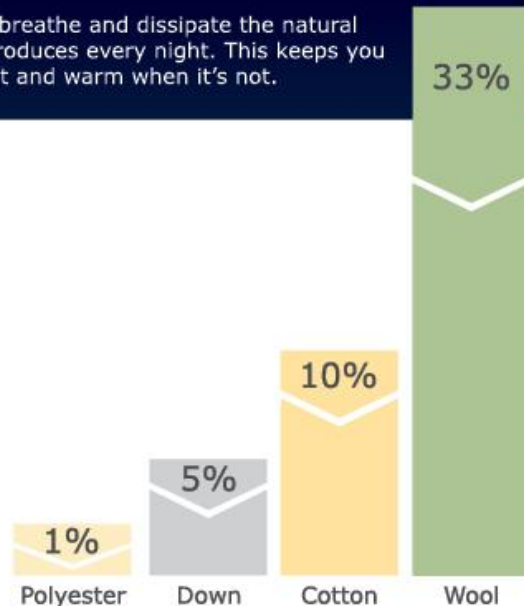
Wool beds and bedding breathe and dissipate the natural humidity that your body produces every night. This keeps you cool when it's hot and warm when it's not.

3

IT STOPS YOU GETTING SWEATY

By absorbing moisture and drawing it away from your body.

ABSORBENCY
% OF ITS OWN WEIGHT IN WATER



4

IT DEFEATS DUST MITES

The dry environment is the opposite of where they like to live.



AND FUNGAL SPORES

Another nasty that makes you sneeze.



6

NATURAL SAFE ENVIRONMENT

Wool is naturally fire retardant, so all bedding and beds from The Wool Room are free from nasty chemicals.



NATURALLY SUSTAINABLE

So you can sleep easy knowing where your bedding has come from.

Learn more about how you can harness the power of wool to sleep better:

www.thewoolroom.com

the
woolroom™



It keeps you cool

Wool is a natural fibre and unlike its synthetic counterparts, it is extremely breathable, helping you to keep cool and comfortable. Synthetic bedding such as polyester and other natural alternatives like goose down and feather beddings are heavy insulators, but lack the ability to control temperature. They actually trap hot air – meaning under the covers can become very hot, making you restless and uncomfortable, reducing the quality of your sleep. Wool, on the other hand, has the ability to regulate heat and keep your body temperature at its optimum level, in turn increasing your sleep quality by up to 25%.

It keeps you warm

As well as keeping you cool when you need it, wool bedding can keep you warm. Wool is a natural insulator, so unlike its synthetic rivals that trap hot air and moisture, it will keep your body at the optimum sleep temperature without making you overheat. Wool duvets, pillows and beds breathe and dissipate the natural humidity that your body produces, keeping you warm and comfortable without overheating.

It stops you getting sweaty

Wool bedding absorbs moisture and draws it away from your body a lot more effectively than bedding made from other materials. Down absorbs just 5% of its weight in water, while cotton bedding absorbs 10%. This is the reason you can often wake up sweaty and uncomfortable. By comparison, wool duvets are capable of absorbing 33% of their own weight in water, meaning you're much less likely to wake up clammy under a moist, humid duvet.

Wool defeats dust mites

Wool offers a dry environment to dust mites – the exact opposite of what they like. Dust mites thrive in warm, moist environments and will happily make their home in synthetic and heavily insulating materials like cotton and feather bedding. The ability to regulate temperature and release moisture – that other materials lack – is the reason that wool does such a great job at repelling dust mites. It defends against fungal spores

Wool's ability to regulate moisture is also the reason it is so effective at repelling fungal spores. Polyester, down and feather bedding trap heat and create a moist, humid environment, ideal for the growth of fungal spores. These spores are a common cause of night-time allergies, causing sneezing, coughing and dry, itchy eyes. Wool bedding ensures that moisture is regulated and prevents the development of fungal spores in your bed.



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Choose wool for better quality sleep With its unique combination of heat and moisture regulation and hypoallergenic qualities, wool helps you to get more deep, regenerative sleep. By regulating temperature and minimising sleep disturbances, wool allows you to stay in stage 4 sleep (also known as “deep sleep”) for longer, helping you to wake feeling refreshed and ready to go in the morning.

<http://www.thewoolroom.com/blog/cant-sleep-the-7-surprising-sleep-benefits-of-wool/>