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FACING YOUR SLEEP PROBLEMS LYING DOWN

The answer to a more restful night is right under your head

(CLEVELAND, Ohio, Sept. 12, 2007) – One in every four Americans suffers from it and each year it costs consumers and businesses more than \$100 billion to counter its effects. It can contribute to serious illnesses, car accidents and memory loss. Yet this isn't a drug problem or a mental illness. It is lack of sleep.

According to the Center for Sleep Disorders Research, more than 70 million Americans have problems with sleep deficiencies. These "poor sleepers" know that not getting a full eight hours can wreak havoc on their lives. It makes them feel groggy at work, impairing their performance. It affects their mood and quality of interactions with friends and family. But what most poor sleepers don't know is that lack of sleep can seriously affect their weight, their heart and their libido.

Weight. People tend to eat more when they are sleepy. Sleep loss may increase hunger and affect the body's metabolism, which can make maintaining or losing weight more difficult.

Heart disease. Middle-aged women who sleep an average of five hours or less nightly may be more likely to have heart disease than women who sleep eight hours nightly.

Youthfulness. When you're low on sleep, your body naturally produces more of the hormone cortisol, which breaks down skin cells and accelerates the aging process.

Sex. Chronic sleep-loss patients report not only being too physically tired for sex, but also having decreased libido.

"Most of us think that our well-being depends primarily on how we live our daily lives," says Dr. Rubin Naiman, internationally renowned sleep specialist and consultant to Leggett & Platt. "As important as this may be, the ways we manage our night lives can have an even greater impact on our well-being. I believe that poor sleep is the single most important overlooked factor in achieving health and happiness."

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But where does all this inadequate sleep stem from? For some it can be stress or too much caffeine. And for some, it's simply their mattress.

According to a study from the Better Sleep Council, the majority of participants slept better with one change: a new mattress. Subjects noted significant improvements including:

- 70 percent increase in sleep comfort
- 62 percent increase in sleep quality
- 55 percent decrease in back pain

So why aren't Americans making the link? It's a topic that Leggett & Platt and The Original Mattress Factory aren't taking lying down. The Original Mattress Factory has invited the world's largest manufacturer of innersprings to Cleveland to discuss how to help consumers understand the importance of a proper mattress to their health.

"We don't just try to sell a customer. We try to educate people," says Ron Trzcinski, president and founder of Original Mattress. "Given good information, customers are able to make the right choice for themselves."

"Many consumers look at purchasing a new mattress as if they were buying a new sofa," says Mark Quinn, executive vice president of marketing for Leggett & Platt's bedding division. "Our goal is to change their thought process to make sure they consider health benefits as part of the equation, and fully understand that innerspring mattresses can deliver that kind of healthy sleep."

"I think as Americans we've begun to really understand that there are a lot of factors that contribute to illness and disease," adds Quinn. "It's not just genetics or junk food or lack of exercise. It is all these factors and more. What we want consumers to know is that sleep is a serious health factor that deserves their attention."