



**British Wool**

# ... in **Beds & Bedding**



## Superior comfort and relief

Wool's naturally soft, supportive fibres provide the ideal 'snuggle' factor, great for the perfect night's sleep! Wool mattresses and toppers can provide additional relief from painful pressure points as you rest. People suffering from chronic pain such as arthritis, fibromyalgia and bed sores often find comfort with wool.

then releasing it when the atmosphere is drier. So, if you experience interrupted sleep from temperature change or if you suffer from night sweats and hot flushes, wool bedding can help you sleep better and longer by maintaining a balanced temperature during sleep.



## Hypoallergenic

Wool is naturally resistant to mould, mildew and dust mites. It quickly absorbs and releases moisture, and thus doesn't allow the damp conditions for bacteria and fungus to thrive, meaning wool is a great choice for anyone suffering from allergies or breathing conditions. Many people who suffer from allergies and chemical sensitivities find wool the cleanest choice compared to other synthetic alternatives.



## Increases REM sleep

Wool can offer support throughout all five stages of sleep from a light, dreamy state to deep, regenerative sleep. Studies have shown that sleeping with wool helps you gain 25% more deep regenerative sleep when compared to other bedding types. This is important for health and cell regeneration as well as the overall feeling of being well rested.



## Easy Care

Wool is a naturally clean fibre, resisting mould, mildew and bacteria as well as controlling odour through the adsorption of moisture. Regular airing is all that is required to refresh a wool duvet. However, some wool duvet brands offer smart machine washable technologies developed using a wool pretreatment or quilted design.



## Regulates temperature

Wool has natural insulating and breathable properties that help to keep you warm or cool depending on the season. Wool fibre is naturally breathable, absorbing moisture from the atmosphere, and

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