

Top Physio Invents a New Way to Find the Pillow of Your Dreams!

Submitted by: Dianne Kenyon Communications

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It's a fact. A good night's sleep often depends on using the right pillow for you. But choosing a pillow can also be a nightmare. So now, The Good Sleep Expert, Sammy Margo, a renowned Chartered Physiotherapist and author of 'The Good Sleep Guide', has come up with a new way to help you find the pillow of your dreams with the launch of The Good Sleep Expert Pillow Range - the first of its kind by a top Physiotherapist! Sammy Margo has used her expertise in sleep and physiotherapy, to develop a great range of quality pillow designs to suit all needs - and help you get that all important quality of sleep.

"After years of experience working as a physiotherapist and specialising in sleep I understand the common problems leading to sleep deprivation," says Sammy Margo. "So, I developed The Good Sleep Expert Pillow Range to help give you a good night's sleep, wake up feeling refreshed and re-energised."

Research shows that sleeping with pillows that are too high or too low can reduce sleep quality by causing shoulder, back and neck pain or discomfort and leading to restless sleep, while a pillow that gives correct neck support can yield a more refreshing slumber.

Sammy says: "We spend a third of our lives asleep and two thirds of us are struggling to get a good night's sleep." "By making some simple changes you can transform the quality of your sleep."

"I've also developed a range of video guides - available on www.thegoodsleepexpert.com - to help you choose the right pillow and show you how best to use them."

The Good Sleep Expert Pillow range includes: the Butterfly Pillow - ideal if you sleep on your side, for neck and posture problems; the Slim Pillow for back and front sleepers and for those of you who just need a pillow topper, (ideal for children, too); the Big Pillow – perfect for those needing a larger pillow and may also help alleviate snoring; the Bolster Pillow designed for pregnancy and back pain; and a luxurious Silk Pillowcase designed to help with temperature regulation and minimise 'bed head', as well as being great for alleviating those annoying skin creases. More products are being added to the Pillow Range later this year.

All products in the range boast quality fabric and fillings for supreme softness and to help provide your very own perfect sleeping environment. The Pillows are machine washable, too, making them easy to care for.

Sammy is keen to pass on her expertise and advice and has recorded a series of easy to follow short videos that offer some brilliant practical expertise about creating the right environment for a good night's sleep. From the 'Broken Pillow Test', to 'Sleep Positions', 'Bedroom environment', 'Bedtime Routine', 'Food & Drink'. Quick video demonstrations can also be viewed by scanning a QR code, with the full series also available online. Each product also comes with a handy guide to the full range of GSE Pillow and their features and benefits.

Good Sleep Expert Pillow Range

Butterfly Pillow RRP £22.00

Slim Pillow RRP £18.00

Big Pillow /Snore Soothe Pillow RRP £22.00

Bolster Pillow RRP £32.00

Silk Pillowcase RRP £25.99

New Products launched Winter 2014

V Shape Pillow £34.99

Mini Pillow (pack of 2, different sizes) £24.99

Wedge Pillow £36.99

Roll Pillow £19.99

Knee Separator £26.99

Details of stockists are available on www.thegoodsleepexpert.com where visitors can also buy direct.

About Sammy Margo:

Sammy Margo has been a Chartered Physiotherapist for more than 26 years.

Sammy is a media spokesperson for the Chartered society of Physiotherapy

A qualified Pilates and exercise instructor

Sammy has published two books on sleep - The Good Sleep Guide and The Good Sleep Guide for Kids.

Sammy is the renowned expert on sleep, with regular appearances on TV including: GMTV-Sleep Week; Sky; BBC Breakfast; The One Show ; The Wright Stuff.

Note to Editors:

For further information, images, product loan or interview opportunities with Sammy Margo, please contact Dianne Kenyon on 07891 225 352 or email dk@diannekenyon.com