



NEW BED COOLING SYSTEM TACKLES HOT SLEEPLESS SUMMER NIGHTS

***Keep cool in bed this summer to the exact degree without
expensive air conditioning or noisy fans***

London, 26th April 2011 – Neo Factory, an innovator in consumer and medical devices, has launched its new temperature controlled sleeping aid, CLIMSOM, to the UK market.

Heat waves and long hot summer nights send British consumers rushing to the shops, to buy electric fans and portable air conditioning units in the desperate hope of a better, cooler night's sleep.

The reality, though, is fans do little more than stir warm air, and air conditioning units chill the ambient temperature of the room... but not the temperature of the bed where freshness is most needed.

Compared to a 2 KW air conditioning unit running for 8 hours a night to chill an entire room, the CLIMSOM operates at a super-efficient average of 0.1 KW to refresh only where it is needed, e.g. your bed, which in terms of cost-per-month is only £2.40 compared to £48.00 to run air conditioning for the same amount of time.

One in four people in the UK suffer from Insomnia [Source: BUPA], which can be caused by temperature tolerance problems. CLIMSOM is the first device adaptable to all bed sizes to refresh and regulate the temperature of a bed to the exact degree, so that sleepers get a perfect night's rest. Developed originally to tackle the symptoms of venous insufficiency, the CLIMSOM mattress topper system has proven benefits for a wide range of common medical conditions from pain relief and improved circulation through to restless legs, pregnancy and hot flushes (see attached information sheet), but the common advantage is simple: a good night's sleep.

CLIMSOM has also a "heat mode", so it can be used all year round or for the treatment of muscular aches and pains by controlling sleep temperature to the degree: 18 to 48° C (64-188° F). Heat relaxes your muscles and relieves your body and mind, alleviating stiffness and numbness. It also increases blood flow and

supports detoxification.

Quiet, discrete, and controlled via a simple-to-use remote control handset, CLIMSOM is a water-based natural solution to restful sleep – and even works where couple's ideal sleeping temperature is different.

There are two sizes available which fit all bed sizes: 70cm x 190cm (£299) for one person and 140cm x 190cm (£359) for one to two persons.

CLIMSOM mattress topper characteristics:

Temperature-controlled water from 18 to 48° C (64-188° F) circulates in thin tubes inside the CLIMSOM mattress topper to bring a controlled and localized freshness (or warmth) directly in contact with the sleeper's body. This freshness also benefits the sheets, the pillow and blanket or duvet.



More information can be found at www.climsom.com.

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