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**The End to Restless Nights: How Get Your Most Natural Sleep**

*Sleep better with down and feather bedding*

**[YOUR CITY (TODAY’S DATE)]**—Eating organically grown food, exercising in the fresh air, living in a pesticide-free home. The desire for a more natural lifestyle is a growing trend. However, one area often overlooked is how to have a natural night’s sleep.

“Sleep is as natural and essential as eating and breathing, yet many accept sleeplessness as a fact of life,” says Sigfried Bohler [OR MEMBER/RETAILER REPRESENTATIVE], executive director of the International Down and Feather Bureau (IDFB) [OR MEMBER/RETAILER REPRESENTATIVE TITLE]. “What they may not realize is that something as simple as their bedding can have a significant impact on their quality of sleep.”

Down and feather bedding products—such as pillows and comforters—have many distinct and natural advantages over other types of bedding, such as:

**Natural Warmth** — Down is nature’s best insulator and offers the sleep inducing benefits of warmth without weight.

**Breathability**-- Down naturally breathes, meaning that it wicks away body moisture rather than trapping it. The breathability of these products also allows them to adjust to the amount of heat released by the body, so users will not be subjected to sleep disruptions that can result from the effects of overheating, such as waking to throw the covers on and off throughout the night.

**Contours to the Body** —The softness of down and feather pillows not only feels great, but allows them to conform to the body more naturally than many synthetic fibers or foam pillows. When using a down and feather bed pillow, the neck and shoulder muscles are less strained, as the head is naturally cradled—whether sleeping on your side, stomach or back.

**Relief for allergy sufferers**—Down and feather products’ natural breathability also prevents moisture from being trapped in the fibers, which can create an environment in which dust mites thrive. Additionally, the tightly woven 100% cotton fabric casings that down and feather products have in order to prevent slender feathers from escaping through a loosely woven fabric also serves as a barrier to dust mites.

For additional information about getting a natural and more restful night’s sleep with down and feather products, and tips on how to buy them, please visit idfb.net [OR MEMBER/RETAILER WEBSITE].

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**About the International Down and Feather Bureau (IDFB):** The IDFB is the international association of the down and feather industry, including processors of raw material, producers of down filled finished articles, the down and feather trade and independent testing institutes for product fill material. By testing the material that goes into your down and feather, the IDFB’s goal is to assure consumers that the down and feather is pure, sanitary and that it is derived as a byproduct of the food industry.