

I am **Innocent!**
Try me!



Gevorest

Innocent

pillow



When do I need to change my pillow?

- 1. When buying a new mattress.** Depending on the softness of the new mattress and the sleep position we usually take, we should note the change in the distance between our shoulders and neck. Ideally, with the purchase of a new mattress, we should choose the right pillow, always after a thorough testing in-store.
- 2. When we feel neck pain, headache or arm numbness.** We often face health problems which do not allow us to perform as usual both in our professional and private life. The wrong pillow can intensify or even create any of the abovementioned health issues.
- 3. When it is no longer a place of comfort.** With time and daily use, a pillow's materials are affected and subjected to alterations, resulting in sleep breaks during the night.
- 4. When it is dirty.** During the night, we often sweat, resulting in the yellowish change of colour in our pillow.
- 5. When it is recommended by our doctor.** Gastroesophageal reflux disease or GERD is a condition which causes great discomfort to many people, especially the elderly, the obese, women during their pregnancy and children. Innocent Breath is a triangular pillow, especially designed to stop the contact of stomach acidities with the oesophagus.

Pillows are often infected with fungi. Fungi survive on the pillow and are nurtured off bug residuals found in dust or human skin. It is with these invisible creatures that we share our bed; changing our pillow every 2 to 3 years is essential to a good night's sleep and for our health in general.

The relationship we have with our pillow is unique. It is a personal and familiar relationship: we confess on our pillow, cry on it and hug it at our best and at our worst. This means that it is important to know when our pillow needs to be replaced and what kind of new pillow we need to buy to suit our specific circumstances, always after carefully trying it in-store.

Before you buy any other pillow
try an **Innocent** pillow

Pillow sleep edu

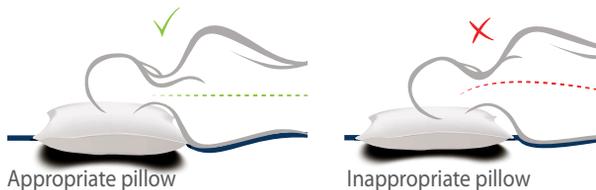
A pillow together with our mattress and divan-base are the three most important factors that define Sleep Quality. The purchase of a pillow must always follow a proper trial with the assistance of a qualified Sleep Advisor.

The criteria that need to be considered in order to choose the appropriate pillow for each person include:

- 1. The sleep position we take most of the time**
- 2. The body type, i.e. the distance between the shoulders and the neck**
- 3. The firmness of the mattress**

If you sleep on your side

You need a high pillow in order to support the neck and to keep it aligned with the spine. Your body type has to be taken into significant consideration only if you are a side-sleeper. The bigger the distance between the neck and the shoulder, the higher the pillow has to be.



If you sleep on your back

You need a lower pillow in order to support your head without applying any upward pressure to the neck.



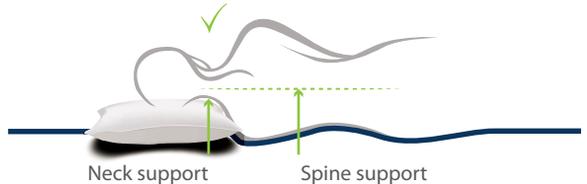
Make sure that your shoulders

Are not positioned at the top of the pillow during the trial and during sleeping.



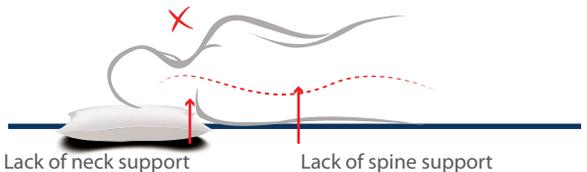
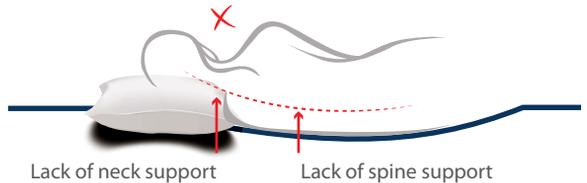
When the mattress is soft

The body sinks deeper into the mattress. As a result the distance between the shoulder and the neck is smaller and therefore the pillow has to be low.



When the mattress is medium

to firm the body does not sink as much into the mattress. In this case a higher pillow is more appropriate.



Protecting the pillow and your health

The use of a protective pillow cover is necessary. It protects from different body secretions, for example sweat or saliva. At the same time it keeps the pillow clean throughout its lifetime without the need to wash it regularly.

Innocent
pillow

try
BEFORE 
YOU BUY



Date: _____ You have tried / bought:

	<input type="checkbox"/> High / Firm <input type="checkbox"/> High / Medium <input type="checkbox"/> High / Soft
	<input type="checkbox"/> Medium Firm <input type="checkbox"/> Medium / Medium <input type="checkbox"/> Medium / Soft
	<input type="checkbox"/> Low / Firm <input type="checkbox"/> Low / Medium <input type="checkbox"/> Low / Soft
	<input type="checkbox"/> High <input type="checkbox"/> Low
	<input type="checkbox"/> Latex <input type="checkbox"/> Comforel
	<input type="checkbox"/> 10 <input type="checkbox"/> 15 <input type="checkbox"/> 20 <input type="checkbox"/> 25 <input type="checkbox"/> 30

Before you buy any other pillow
try an **Innocent** pillow

OUR RETAIL NETWORK



NICOSIA

Athalassa Store

95, Athalassis Avenue
Tel: 22587122

Egkomi Store

23, October 28th str., Egkomi
Tel: 22587121

Latsia Store

100, Giannos Kranidiotis str., Latsia
Tel: 22587107

Aglantzia Store

52, Larnacos Avenue, Aglantzia
Tel: 22587108

Nicosia Mall Store

2 Madrid Street, Lakatamia
Ground floor, Tel: 22587111

LIMASSOL

Kolonakiou Store

54, Kolonakiou str., Ag. Athanasios
Tel: 22587125 – 22587134

Makedonias Store

57, Spyrou Kyprianou Avenue
Tel: 22587106

West Limassol Store

6, Paphou str.
Tel: 22587136

MY MALL Store

285, Franklin Roosevelt Avenue
1st floor, Tel: 22587135

LARNACA

Larnaca Store

Spyrou Kyprianou Avenue
& Agioi Anargiroi Avenue
Tel: 22587124

PAPHOS

Paphos Store

17B, Mesogis Avenue
Tel: 22587126

Kings Avenue Mall Store

2, Tombs of the Kings Avenue
1st floor, Tel: 22587140

PARALIMNI

Paralimni Store

14, Sotiros Avenue
Tel: 22587127

