

Is your pillow
Innocent?



Gevorest



Is your pillow **Innocent?**

Getting a good night's sleep depends on lots of factors, but you are not going to drift off to dreamland easily, if your head isn't resting on the right Innocent pillow.

Here at Gevorest, we believe that you are never going to get what is right for you unless you try it properly first, with the help of our Sleep Advisors! There are many different Innocent Pillow types to choose from in our Sleep Centres and there is nothing we would like better, than making sure you get the perfect sleep. Here at Gevorest we continuously invest in your health and wellness by making your head's rest a top priority.



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 above-mentioned 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.

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.

How to choose the right pillow

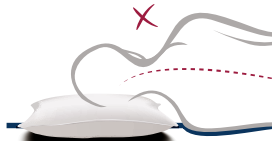
1. Consider your sleeping position

Sleeping on your side

The best choice for you is a higher pillow that covers the distance between the shoulder and the neck, thus supporting your neck and keeping it aligned with your spine.



Appropriate pillow



Inappropriate pillow

TIP: When sleeping on your side, it's best to place a soft pillow between your legs, so that the pressure on your hips and lower back is reduced.

Sleeping on your back

You need a relatively flat or anatomic pillow that can support your head without pushing your neck upwards, thus maintaining the spine and the neck in their natural position.



Appropriate pillow



Inappropriate pillow

TIP: When sleeping on your back, it's good to have a soft pillow underneath your knees to help in keeping the natural curve of the spine.

Sleeping on your stomach

This position may cause damage to your neck, since you are forced to turn your head to one side. Additionally, you might cause problems to your back because your spine is not sufficiently supported. That is why you will need a very flat pillow or even no pillow at all.

TIP: When sleeping on your stomach, you should place a soft pillow under your pelvis so that you hold a more convenient position and get more support.

2. Consider your body type;

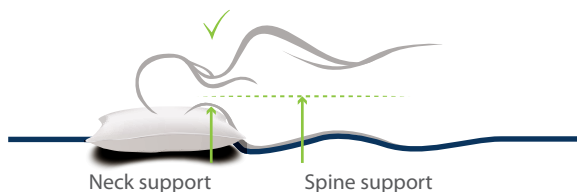
More specifically the distance between your shoulders

The height of the pillow you will choose depends on your body type. Not only while trying a new pillow but also while sleeping, make sure your shoulders are positioned below the pillow. If you are sleeping on your side, the bigger the distance between neck and shoulders is the higher the pillow should be.

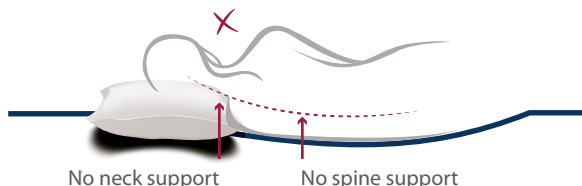


3. Consider the firmness of your mattress

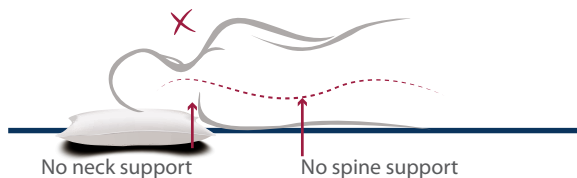
The right combination of the ideal mattress and pillow helps in absorbing and eliminating all pressure from the body, therefore succeeding in keeping the neck and the spine aligned in their natural position.






When the mattress is soft, the body sinks deeper into it. In that case, the distance between neck and shoulder becomes shorter, therefore the pillow should be flat.



If the mattress is medium to firm, the body sinks less. In this case, a higher pillow is better.



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"/> 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
	<input type="checkbox"/> Low <input type="checkbox"/> High
	<input type="checkbox"/> U-shaped

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



Innocent Pillow

The Innocent Pillow Collection provides high quality pillows for all body types and all preferences. Three different heights (high, medium, flat) and three different softness levels (firm, medium, soft) are available.



Innocent Kids

Pillows specially designed for children, flat in height and very soft in touch.



Innocent Breath

A pillow suitable for:

- People with gastroesophageal reflux disease
- People suffering from asthma, respiratory problems, snoring
- Women during pregnancy
- Overweight people and chronically bedridden patients



Innocent Contour

An anatomic pillow specially designed for support of the neck and relief from pain.



Innocent Pregnancy

A pillow that provides relief while sleeping, especially during the last trimester of the pregnancy. Later on, it can help with maintaining the right position of the breastfeeding mother, while she elevates the baby to the desirable height.





A SLEEP QUALITY STORY SINCE 1967

For us, sleeping well is a necessary prerequisite to enjoy a healthier, happier and more empowered life. At Gevorest, we serve the quality of sleep, we are not simply mattress makers, we are the creators of an ideal sleep environment which improves the quality of sleep, rendering it into an investment worth making.

At Gevorest, we combine science with design into making products that set the foundations for a relaxing and healthy sleep experience. For an ideal quality of sleep, the following are required: a Base (Divan), a Mattress and a Pillow. The perfect combination of these three components contributes to the absorption and elimination of all body pressures, always aiming for the alignment of the spinal cord and neck. It is recommended that a proper trial with the assistance of a Gevorest qualified Sleep Advisor should always precede the purchase of these components.



NICOSIA

Athalassa Store

95, Athalassas Avenue
Tel: 22587122

Egkomi Store

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

Latsia Store

100, Giannos Kranidiotis Str., Latsia
Tel: 22587107

Aglantzia Store

98, Kyrinias Avenue
Platy Aglantzias
Tel: 22587108

Nicosia Mall Store

2, Madrid Street, Lakatamia
Nicosia Mall, Ground floor
Tel: 22587111

LIMASSOL

Kolonakiou Store

54, Kolonakiou Street
Agios Athanasios
Tel: 22587125 – 22587134

Makedonias Store

57, Spyrou Kyprianou Avenue
Tel: 22587106

West Limassol Store

6, Paphou Street
Tel: 22587136

MY MALL Store

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

PARALIMNI

Paralimni Store

14, Sotiros Avenue
Tel: 22587127

LARNACA

Larnaca Store

Spyrou Kyprianou Avenue
& Agioi Anargiroi Avenue
Tel: 22587124

Metropolis Mall Store

European Union 5
Metropolis Mall
Tel: 22587144

PAPHOS

Paphos Store

17B, Mesogis Avenue
Tel: 22587126

Kings Avenue Mall Store

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

