

the
woolroom™

helping you sleep better, z z z

Fight Allergies with Hypoallergenic Wool Bedding

Don't lose the battle against
bedroom allergens – fight back!



www.thewoolroom.com

WELCOME

Sheep are not just for counting when you are trying to fall asleep. Nor are they just timid creatures that simply follow others. Sheep are actually rather cleverly designed with fleece coats that contain wool. Wool regulates temperature, meaning sheep are kept cool when it's hot and warm when it's not. And wool not only regulates temperature come rain, shine or snow – but it's also hypoallergenic!

In this guide, we will first show you all the great qualities of wool and explain why it's so great for use in bedding. We will then delve into the truth about dust mites and reveal the facts about what may also be sharing your bed with you. There is also a section with advice for parents on reducing the risk of allergies in children and babies. Finally we will take you through the reasons why wool bedding is hypoallergenic and offer advice for people suffering from asthma.

So read on and learn more about the miracle fibre that is wool.

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“Wool not only regulates temperature come rain, shine or snow - but it's also hypoallergenic.”



THE FACTS ABOUT WOOL

There are many myths about wool; however the benefits **far** outweigh the detriments. Here are the special features that wool has to offer.

- **Built-in climate control:** wool insulates to keep you warm in the winter and is breathable to keep you cool in summer. Yes that's correct! We often associate wool with warmth however in countries with hotter climates, wool clothing and wool bedding is used to keep people cool.
- **Naturally absorbent:** wool can absorb up to 30% of its weight in water without feeling damp.¹
- **Resists mould and mildew:** wool wicks moisture which mildew and mould need to grow.
- **Durable:** wool fibres can bend more than 20,000 times without breaking. This means that wool bedding can last far longer than a synthetic equivalent.²
- **Crease resistant:** wool has a natural crimp that helps it keep its shape.
- **Fire retardant:** wool is very difficult to ignite and resists burning without needing chemical treatments.
- **Resistance to dirt:** wool resists static, dirt and dust helping it to stay clean.
- **Sustainable:** wool is a renewable resource that can be shorn from sheep annually.
- **Hypoallergenic:** we've already mentioned this but wool is hypoallergenic! More on that in a moment...



The truth about sensitivity to wool

Many people who think they are allergic to wool are actually just sensitive to the feel of wool against their bare skin. The key to combatting this sensitivity is to ensure the right wool is used for the right end purpose.

The Wool Room specifically selects the right grade of British wool for hypoallergenic bedding. Our wool bedding comprises of insulating properties, with the additional capability to mould to your body. The aim of our bedding is to deliver

wellbeing through better sleep. All of our wool bedding is covered in premium high thread count cotton for ultimate comfort.

“The Wool Room specifically selects the right grade of British wool for hypoallergenic bedding.”

WHY CHOOSE WOOL BEDDING?

Probably something you may not know about wool is that it can actually help you to sleep better! It has been proven that sleeping with wool allows your body to reach a more rested condition due to a more relaxed heart rate. You actually gain 25% more stage 4 sleep when sleeping in wool – resulting in a deeper, longer sleep.³

The decreased relative humidity that wool allows not only enables your body to breathe, but also makes you feel less clammy. Amazingly, a wool duvet can also adapt to two different body temperatures. So both you and your partner can be comfortable all night.

Since the 1970's, indoor air pollution has become a growing concern. Our homes trap more pollutant air inside as the flow of clean fresh air decreases.

Volatile organic compounds or VOCs are harmful to our health. They're often found in paint, glue, car exhausts and a number of cleaning products. At room temperatures, VOCs evaporate into the air which we breathe.

So where does wool come into this?

Wool fibre absorbs VOCs into its structure. Researchers found that in as little as four hours, harmful VOCs were reduced to 0% after the addition of a wool carpet in the home.⁴



What's even more amazing is that wool holds VOCs in its structure and they cannot diffuse back out, they are bound chemically and so the dangerous side effects are eliminated.

So the question you should be really be asking yourself is not 'why sleep with wool?' but 'why would you not sleep with wool?'

"Researchers found that in as little as four hours, harmful VOCs were reduced to 0% after the addition of a wool carpet in the home."

WHAT MAKES WOOL BEDDING HYPOALLERGENIC?

Wool is naturally hypoallergenic. Wool fibres are designed by nature to keep the sheep they cover in optimum health. Sheep are exceptionally hardy animals that can live outdoors all year round, no matter what the weather. The sheep's wool absorbs and desorbs moisture to create a dry environment which inhibits the growth of bacteria, fungus and dust mites – all of which conspire to cause allergies!

What does hypoallergenic really mean?

Hypoallergenic means 'relatively unlikely to cause an allergic reaction'. Although there is no industry standard definition, a product bearing a 'hypoallergenic' label on it means that its manufacturers believe it causes fewer allergic reactions than other products of a similar nature.

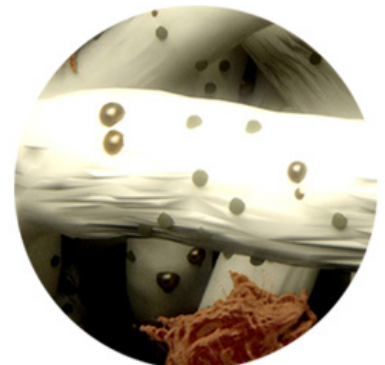
"The sheep's wool absorbs and desorbs moisture to create a dry environment which inhibits the growth of bacteria, fungus and dust mites."



The common house dust mite (Dermatophagoides pteronyssinus)



Dust mite and a common food source - fungal spores



Dust mite eggs (larger brown dots) and faeces - a common allergen

ALL YOU NEED TO KNOW ABOUT DUST MITES

While we don't want to give you nightmares about dust mites, we do think it's helpful to understand a little more about the teeny-tiny creatures that share our beds with us, and why it's so important to keep them at bay with anti dust mite bedding.

Why do dust mites thrive in our beds?

House dust mites are a microscopic member of the arachnid family. Only measuring around a third of a millimetre in length, they are invisible to the human eye.

Dust mites need a warm and humid environment to survive and under the right circumstances, they readily multiply. Dust mites absorb moisture through a special gland and eat microscopic fungus, bacteria, dander and skin cells. Beds are their favourite place to breed because humans spend more time in bed than anywhere else, besides sweating in them and losing skin cells.

An average bed can be home for up to 10 million of them! Within just six weeks, brand new bedding can be completely colonised, resulting in a massive increase in allergens in your bed.

Symptoms caused by a dust mite allergy

Dust mite allergies affect 20% of the population. The most common allergic symptoms caused by dust mites are: sneezing, runny nose, itchy eyes, sore throat, wheezing and coughing.

If you regularly wake up with these symptoms, then you possibly have a dust mite allergy. People who suffer from asthma are particularly prone to dust mite allergies and it's important that they minimise their exposure to dust mites as much as possible.

Wool Bedding from the Wool Room has been proven to be the only 100% natural, complete hypoallergenic bedding solution for dust mite allergies.



ADVICE FOR ASTHMA SUFFERERS

Asthma is usually caused by some form of allergic reaction that inflames and narrows an individual's airways. It can cause wheezing, coughing and shortness of breath.

Aren't asthmatics meant to avoid wool?

As a third of our lives are spent in bed, choosing the right bedding is of particular importance for all asthma sufferers. However, there are many myths surrounding the best bedding for asthmatics. In the past, some professionals have even claimed that asthmatics should stay away from wool and to particularly avoid using it for bedding.

Why wool is actually the best choice for asthmatics

Keeping away from harmful allergens is beneficial to asthmatics by reducing exposure to those proteins that would normally cause symptoms. According to Allergy UK, as many as 80% of asthmatics are allergic to common house dust mite allergens, especially the proteins found in dust mite waste.⁶

Your bed is a prime breeding ground for dust mites as they thrive in warm, humid conditions and feed on the shed

scales of human skin. However, the lack of humidity in wool bedding makes it a much better choice for asthmatics as dust mites simply cannot breed there. Switching to wool bedding should mean an improvement in your symptoms within just a couple of days!

The more items of bedding you switch to wool, the greater the effect will be on your asthmatic symptoms. Whilst changing the whole set to natural wool bedding will be much more beneficial. Ideally, you want to eliminate all dust mites from your sleeping environment, so why not try a wool bed or mattress as well in your fight against allergens?



ALLERGY ADVICE FOR PARENTS

Understanding allergies and asthma

A big area of concern for parents is allergies and asthma. According to Allergy UK, around 50% of all children have some form of allergy – with asthma and dust mites being two of the most common.⁷

Clinical studies have shown that children who are exposed to dust mites and the allergens that dust mites produce, are more likely to go on to develop asthma and allergies. The risk of developing these conditions also increases the longer the child is exposed to the allergen.

What can I do to reduce the risk of allergies?

Given that children spend even more time than adults in bed (and babies considerably more), the best thing you



can probably do for them is to provide hypoallergenic bedding.

Bedding from The Wool Room has been proven to contain no dust mites, dust mite allergens or fungal spores, even after six weeks of exposure. Synthetic bedding, however, showed a 20,000% rise in the same allergens!



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IMPROVING THE SLEEP OF BABIES AND CHILDREN

Better sleep for babies

Many children begin suffering from dust mite allergy in their younger years so it's important to limit exposure as much as possible. Bedding for babies needs to be light and cool enough to prevent overheating in the summer yet warm and cosy enough for the winter. Due to its unique temperature and moisture management properties, wool is an ideal bedding solution.

The Wool Room's baby wool range is certified as hypoallergenic by Allergy UK, making it the best choice available on the market. Not only is it the only proven 100% natural hypoallergenic baby bedding available, but the wool used is Oeko-tex standard 100 which means it is free from harmful chemicals too.

Now here's the really good part – the latest scientific research from the University of Sydney in Australia, has shown that sleeping with wool makes babies fall asleep faster, wake less often and cry less!⁸ What parent wouldn't want that?

Better sleep for children

Single size bedding suitable for children



includes mattress protectors, duvets and pillows – all made from certified hypoallergenic wool.

With children's bedding from The Wool Room, you can be assured of a long term solution to keep the nasty critters away.

“The latest scientific research from the University of Sydney in Australia, has shown that sleeping with wool makes babies fall asleep faster, wake less often and cry less!”

HYPOALLERGENIC BEDDING FROM THE WOOL ROOM

Wool bedding from The Wool Room is the first scientifically-proven woollen hypoallergenic bedding that is 100% natural. Recent tests have shown The Wool Room bedding to be resistant to house dust mites, house dust mite allergens and fungus.

Admittedly, there are many other types of anti allergy bedding on the market but wool bedding from The Wool Room has been proven to be effective without the process of freezing or washing at high temperatures.

Even if your synthetic, feather or down bedding is brand new, freshly washed or frozen, tests have shown that it is completely recolonized by dust mites within six weeks! Even after only six days, high levels of fungal spores remain. Compare this to The Wool Room bedding and following a six week trial, no live house dust mites could be found and fungal spores were reduced by nearly 100%.

Tests were carried out under controlled conditions to perfectly simulate a typical environment with changes in humidity and temperature. House dust mites and fungal spores were introduced at the start of the test.

The dust mites thrived in the ideal conditions of the synthetic material, reproducing and increasing levels of allergens by 20,000%. However, the lack of humidity in our wool bedding, combined with the fact that the fungal food source could not survive, resulted in no live dust mites or dust mite allergens surviving through the test period.

The Wool Room is the only wool bedding manufacturer to have been awarded the Allergy UK Seal of Approval from The British Allergy Foundation.

So, come and join the flock with hypoallergenic wool bedding from The Wool Room!





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