



**For immediate issue: 5 December 2008**

**EDINBURGH SLEEP CENTRE & COTTON USA REVEAL TOP TIPS FOR A BETTER WINTER NIGHT'S SLEEP**  
**Boosting Your Iron Levels and Cool Cotton Sheets Key to a Relaxing Night's Sleep**

Has the hectic Christmas party season left you feeling overtired, out of pocket and stressed out? The Edinburgh Sleep Centre has come to the rescue and revealed its best snooze inducing tips with the 'COTTON USA Top Tips For A Better Winter Night's Sleep'. Key findings to prevent another night tossing and turning is boosting your iron levels, investing in breathable cotton fabrics and maintaining a warm bedroom free of distractions.

Dr Chris Idzikowski, Director of the Edinburgh Sleep Centre comments: "Comfort is the key to a good night's sleep, whatever the time of year. Cotton is considered to be one of the most comfortable fabrics for bed clothing and bed ware as it helps the body to adjust to the right temperature. Also try to develop a relaxing bedtime routine and keep to a consistent bedtime and rise time as much as possible to help your internal body clock regulate your sleep pattern."

**COTTON USA Top Tips For A Better Winter Night's Sleep**

1. Keep your iron levels up as it prevents restless legs and keeps your energy levels high
2. Comfort is the key to a good night's sleep
3. Wear natural cotton clothing as it allows your skin to breath
4. Use fresh cotton bed sheets as it regulates humidity and your body temperature
5. Have a warm cosy bedroom at bedtime and allow for the temperature to drop during the night
6. Enjoy a warm drink before bedtime
7. If something's worrying you get it off your chest - heeding the proverb: the best pillow is a clear conscience<sup>i</sup>
8. Use a scented pillow spray such as relaxing lavender as this may help you drift away
9. Take a warm bath before bedtime, particularly if you suffer from cold hands and feet
10. Avoid using the bedroom as a workroom – reserve it solely for sleep!

Stephanie Thiers-Ratcliffe, COTTON USA International Marketing Manager, adds: "Cotton is a natural fibre with comfortable, breathable qualities that have been valued for more than seven thousand years. Its natural aid to a perfect slumber explains why it has remained the ideal fibre to have next to your skin when you're sleeping."



## **Notes To Editors**

### **About COTTON USA**

COTTON USA is a brand that inspires trust and embodies quality in all products made using U.S. cotton. The COTTON USA Mark is a sign of reassurance of purity, strength, comfort and feel to consumers around the world. It can currently be found on underwear and t-shirts at Bodas, on cotton towels and bedlinen at Marks and Spencer, and on cotton towels at Christy and BHS. More information on COTTON USA and the benefits of U.S. cotton can be found at [www.discovercottonusa.com](http://www.discovercottonusa.com).

### **About CCI**

Cotton Council International was established in 1956 as an international export promotion arm of the National Cotton Council of America (NCC) to introduce and promote products manufactured with American cotton in overseas markets. CCI conducts a wide variety of programs targeting the trade and consumers to increase the demand for cotton in global markets. CCI works in close cooperation with the leading international cotton related organizations such as ACSA, AMCOT, ICA, Cotton Incorporated, the Japan Cotton Promotion Institute (JCPI), the Spinners' and Weavers' Association of Korea (SWAK), ICAC and others. CCI's headquarters is located in Washington, D.C., with regional overseas offices located in London, Hong Kong & Seoul and Shanghai, in addition to a global network of representatives.

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<sup>i</sup> German proverb of unknown origin