



Anti-Suffocation Pillows

From Don Alderton, Pharmacist
a Member of the Royal Pharmaceutical Society

A Family Company,
run by Healthcare Professionals, focussed on Healthcare Integrity.

Someone at risk from **SEIZURES,** **CONVULSIONS** or **BREATHING DIFFICULTIES?**

After Covid-19...

Avoid further tragedies - specify Sleep-Safe pillows to help prevent suffocation while they're asleep – for users whose breathing is hampered by infection, age, medication or disability...



A normal pillow
BLOCKING the nose
and mouth



Sleep-Safe pillows
WON'T BLOCK the nose
and mouth



Airflow THROUGH the
Sleep-Safe pillow
AND AROUND the nose
and mouth

Essential for anyone who is 'at risk'



People who have seizures while they're asleep, or who aren't conscious due to medication and therefore unaware of personal danger.



People who are conscious but lack mental capacity to be aware of personal danger.



People who are conscious and aware of personal danger but who don't have the physical ability to remove themselves from that danger.

For children and young people...

For older people...

For people of all ages with special needs...

Protects **THEM** while they sleep –
and gives **YOU** peace of mind!

www.sleep-safe.co.uk

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Brief Biographies



Don Alderton is a pharmacist who has worked in health care since 1963, and served fourteen years in hospitals and field medical units of the Royal Army Medical Corps. After three years with the Trucial Oman Scouts, a Bedouin Arab force in the Trucial States, he left the army to go to university and then to qualify as a pharmacist.

He has managed and owned a number of pharmacies and has worked as the medical devices registration specialist for a leading surgical equipment manufacturer.

His experience in medical device regulation makes him well qualified to ensure that Sleep-Safe Anti-Suffocation pillows conform to the essential requirements of UK legislation and the relevant EU Directives.

Don is registered with the Royal Pharmaceutical Society of Great Britain and his vocation as a pharmacist ensures that he keeps well up to date with health care issues.

For six years Don was Secretary of the Chester Branch of Arthritis Care (400+ members) with overall responsibility for co-ordinating the group activities including hydrotherapy, holidays and branch meetings. During that time he negotiated a substantial 3-year National Lottery grant which enabled the introduction of new local initiatives aimed at reducing the problems of social isolation stemming from disability and low income.

Chris Alderton has worked in the NHS for over 40 years and is a qualified general nurse and midwife. She is also a health visitor, and

this additional qualification in public health enables her to work with families to give pre-school-age children the best possible start in life. She has wide-ranging knowledge and experience within health promotion and preventative care for families, especially children and their parents.

Chris is a trained psychotherapist and mindfulness teacher, with wide experience of providing outreach therapy in primary care settings and courses for health and education professionals and members of the general public, including carers.

Chris says, 'I'm very aware of the detrimental effects of long term stress and anxiety on the lives of families and especially on carers. I've witnessed the transformative effects and stress reduction that evidence-based practical medical solution can bring.

'It's a situation I experienced at first-hand: our infant son's seizures were extremely worrying, causing deep concerns about his night-time safety – the unpredictability of convulsions, possibly resulting in cessation of breathing, brain damage and even death due to lack of oxygen. We could minimise the risk with breathable bedding but standard domestic pillows were fundamentally unsafe.'

'This is why, personally and professionally, I endorse the use of Sleep-Safe Anti-Suffocation Pillows as an important aid to safe sleeping and alleviating the anxiety and concerns of parents and carers.'

The information that Don and Chris provide is based on the principle that patients, residents, service users and carers get the best support when there is inter-professional communication between colleagues from different health and social care disciplines.

Chris and Don's aim is to promote a sense of personal empowerment which will enable everyone affected by seizures - especially carers - to manage more effectively the underlying medical condition.

Evidence for the Effectiveness of Sleep-Safe Anti-Suffocation Pillows

Report Prepared for: DM Alderton BSc (Hons) Pharmacist

Report Prepared by: Dr Alison McConnell, Professor of Applied Physiology, Respiratory Physiology Research Group, Brunel University

Professor McConnell's research group has published the most influential research on the ergogenic effects of inspiratory muscle training; she invented and commercialised the first 'breathing training' product for use by sports people and is widely credited as the creator of the 'breathing training' product category.

Summary:

To determine as a primary outcome the effectiveness of various domestic pillows in permitting respiratory airflow for patients experiencing breathing difficulties during a seizure.

Note: Sleep-Safe Products had no role in the test design, data collection, data interpretation or writing of this report.

Based on these test results, Sleep-Safe Pillows should be the choice in circumstances where breathing ability is compromised by disability, disease state, medication or age.

Test conditions: The products were tested under "blind" conditions with all identifying marks removed. This ensured that any variance in performance could be accepted as being due entirely to product difference rather than due to operator bias.

The flow rate selected to measure the resistance of each pillow was $0.3 \text{ l}\cdot\text{sec}^{-1}$, which corresponds to the typical mean inspiratory flow rate during tidal breathing (approximately 500ml inhaled in 1.5 sec). For pillows B and D, this flow rate generated no measurable pressure load, so two higher flow rates were tested in order to produce a figure for the resistance of these pillows ($1.0 \text{ l}\cdot\text{sec}^{-1}$ and $3.0 \text{ l}\cdot\text{sec}^{-1}$). These higher flow rates are not physiologically relevant for a resting human, but it is conceivable that a person experiencing a seizure might undergo an increased metabolic and ventilatory demand resulting in a mean inspiratory flow rate in the region of between $1.0 \text{ l}\cdot\text{sec}^{-1}$ and $3.0 \text{ l}\cdot\text{sec}^{-1}$.

Procedure: The equipment was set to generate the desired flow (measured with a flow meter at the exhaust) whilst drawing air through each pillow. The pressure load generated at the fixed flow rate was recorded on two occasions at 20 sites on each pillow. The resistance of the pillow was calculated as follows.

$$\text{Resistance (cmH}_2\text{O}\cdot\text{l}\cdot\text{sec)} = \frac{\text{pressure load generated (cmH}_2\text{O)}}{\text{flow rate through the pillow l}\cdot\text{sec}^{-1}}$$

Summary data: Table 1 summarises the data collected. Each value is the mean of the twenty sites measured for each pillow on two occasions.

Evidence for the Effectiveness of Sleep-Safe Anti-Suffocation Pillows

Table 1

Resistance (cmH ₂ O.l.sec)			
Pillow	0.3 l.sec ⁻¹	1.0 l.sec ⁻¹	3.0 l.sec ⁻¹
A	53.3	-	-
B	0	3.6	18.7
C	16.7	-	-
D	0	0	1.12
D + non-woven cover	0	0	1.44

The resistance of the non-woven cover per se, was circa 1 cmH₂O at 3.0 l.sec⁻¹.

There was a tendency for pillow resistance to increase with flow rate (see Pillow B). This effect would not be observed in, for example, a fixed orifice (pressure load would rise with flow rate, but the proportionality is preserved such that the resistance remains relatively constant). This increasing resistance is most likely due to the compressible nature of the test material, which is squeezed closer together at higher flow rates, thus increasing its resistance.

The site of measurement (1-20) did not influence the resistance systematically. However, there was a 'random' effect of site with pillow D, which was influenced by the location of the holes and bumps in the material. There was a tendency for resistance to be lower at sites where the 'airway' tube (the tube that was placed on the pillow surface and through which the air was drawn) was placed over a hole. The presence of the non-woven cover appeared to reduce this resistance even further.

Conclusions: Pillows A and C have a relatively high resistance at 0.3 l.sec⁻¹ (typical inspiratory flow rate for a resting human). The pressure load imposed would require breathing effort and inspiratory muscle force output to increase in the region of 3 and 10 times normal respectively (the pressure load imposed by the elastance and flow resistance of the respiratory system is in the region of 5cmH₂O). Pillow A would certainly impair resting breathing, and pillow B would very likely impair resting breathing, especially in those with inspiratory muscle weakness, and/or increased work of breathing due to disease. Both pillows A and C would impair breathing at raised inspiratory flow rates, e.g., during a seizure. It is clear that at resting tidal flow rates (0.3 l.sec⁻¹), pillows B and D have negligible resistance and the resistance of pillow D was not increased significantly by the addition of the non-woven cover. At the higher flow rates that might be associated with a seizure (1.0 – 3.0 l.sec⁻¹), the resistance of pillow B would increase the demand for inspiratory force output by 1 to 4 times, which, as stated above, may be sufficient to impair breathing in some patients. In contrast, the resistance of pillow D is negligible at both test conditions (with and without the non-woven cover), even at the highest flow rate tested. Indeed, it is unlikely that an additional load of less than 1.5 cmH₂O would even be detectable.

Evidence for the Effectiveness of Sleep-Safe Anti-Suffocation Pillows

Interpretation: Pillows A and C would present significant resistance to breathing in healthy adults, and would be unsuitable for use by people with breathing difficulties such as would occur during a seizure or convulsion.

Pillow B would present significant resistance to breathing in adults with medical conditions where breathing difficulties were of an intermittent or unpredictable nature such as would occur during a seizure or convulsion.

Pillow D would present no significant resistance to breathing in healthy adults and adults where breathing difficulties were of an intermittent or unpredictable nature. The use of a non-woven cover would not impede the effectiveness of pillow D.

Based on these test results, Pillow D should be the choice in circumstances where breathing ability is compromised by disability, disease state, medication or age.

Table 2

Pillow Identities (Revealed after the tests were completed)	
Pillow	Description
A	Domestic Feather + Down
B	Glued Foam (CP)
C	Domestic Hollowfibre
D	Sleep-Safe Pillow
D + non-woven cover	Sleep-Safe Pillow + non-woven cover

Expressions of Support for Anti-Suffocation Pillows

1. Personal

“My son was admitted to the Foothills Hospital Seizure Monitoring Unit here in Calgary.

They showed me a video one of the seizures in the middle of the night. My son turns his head to the right side at the onset of his seizures. I watched the video of my son laying on his right side, turning his head to the right, with his face directly in to the pillow. Of course, this was alarming! But even as I was watching, I knew he was OK because he was sleeping with Sleep-Safe pillows that I recently purchased from your company. When my son was admitted to hospital, I brought his Sleep-Safe pillows to the hospital, because now that I have them, I no longer feel comfortable with him sleeping with any other pillows.”



Richard E Appleton

Consultant Paediatric Neurologist
Alder Hey Children’s Hospital
Liverpool

MRCS LRCP, MB BS, DCH, MA
(Oxon) FRCP, FRCPC

2. Clinical

Richard E Appleton

“Ant-suffocation pillows are likely to significantly reduce the risk of suffocation in children (and even adults) who experience frequent nocturnal seizures and particularly if these nocturnal seizures are tonic-clonic (also called Grand Mal) seizures.

There is no evidence that the use of an anti-suffocation pillow will completely stop the possibility of a child (or adult) not suffocating during a tonic-clonic seizure, but it is likely these pillows will greatly reduce the risk of suffocation.

It would therefore be reasonable, if not wiser, to consider using an anti-suffocation pillow in any child (or adult) who is known to experience nocturnal tonic-clonic seizures.”

Provided to Sallieann Gould, Founder of the Epilepsy Sucks Charity and used with permission.

3. Academic

“In patients with recognized higher SUDEP risk, prevention measures should be suggested, such as the use of anti-suffocation pillows.” ‘Sudden unexpected death in epilepsy (SUDEP) and sleep’.

Published in Sleep Medicine Reviews, Volume 15, Issue 4, August 2011, Pages 237-246 Lino Nobili, Paola Proserpio, Guido Rubboli, Nicola Montano, Giuseppe Didato, Carlo A. Tassinari.

How Sleep-Safe Anti-Suffocation Pillows Work

See the 'How Sleep-Safe Pillows Work' video at www.sleep-safe.co.uk



A normal pillow
BLOCKING the
nose and mouth



Sleep-Safe
pillows WON'T
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Airflow
THROUGH the
Sleep-Safe pillow
AND AROUND
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What a Canadian mother says...



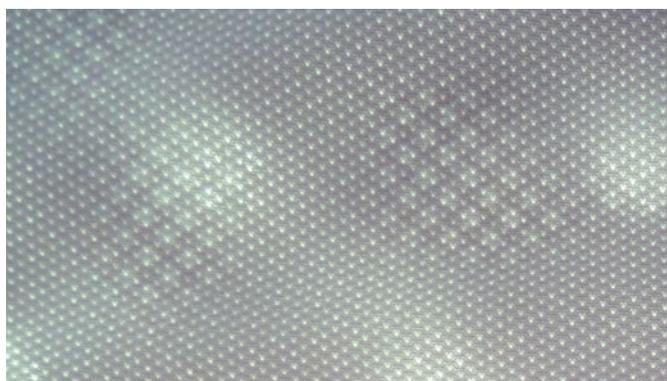
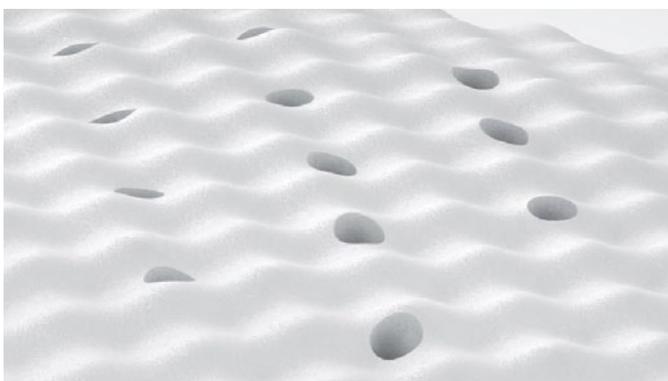
"My son was admitted to the Foothills Hospital Seizure Monitoring Unit here in Calgary.

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But even as I was watching, I knew he was OK because he was sleeping with Sleep-Safe pillows that I recently purchased from your company.

When my son was admitted to hospital, I brought his Sleep-Safe pillows to the hospital, because now that I have them, I no longer feel comfortable with him sleeping with any other pillows."

- Sleep-Safe permits breathability through the entire pillow, not just through a mesh cover...
- Sleep-Safe does not contain fibre pads, memory foam, feathers, down or other fillings which impede breathability through the entire body of the pillow...
- Sleep-Safe is made from open cell materials with a gently rippled surface which enables maximum airflow and breathability...



You can 'see' the breathability:
hold a table light behind a Sleep-Safe...

How Sleep-Safe Anti-Suffocation Pillows Work

See the 'How Sleep-Safe Pillows Work' video at www.sleep-safe.co.uk

Hypoallergenic Open Cell Foam permits a very controlled diffusion of air and moisture vapour, which 'wicks' perspiration away from the skin.

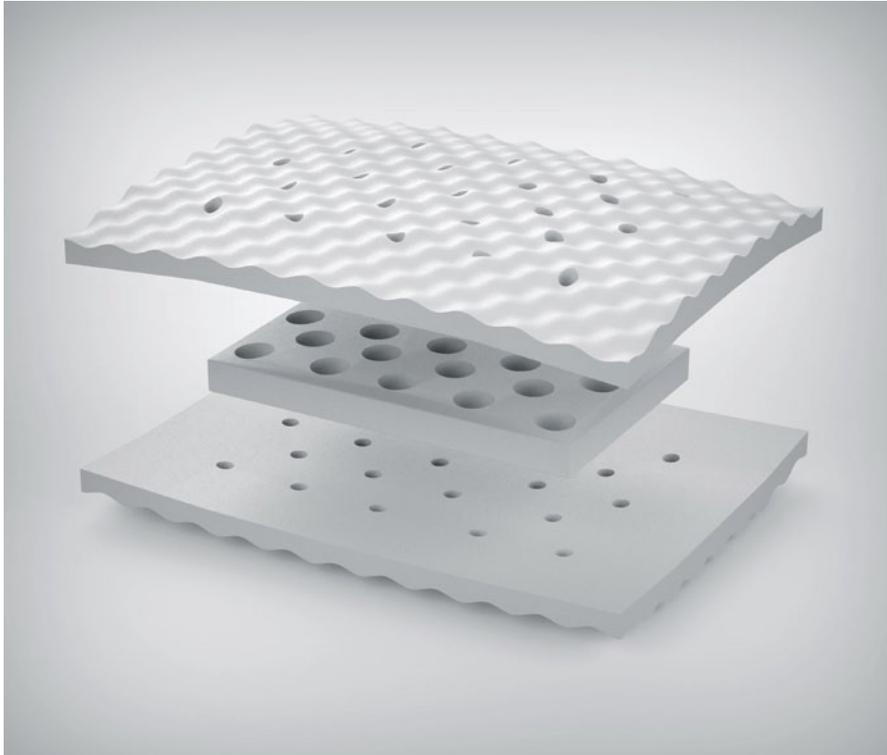
Hypoallergenic Micromesh Pillow Cases permit maximum breathability across the entire surface of the pillow.

'What you can See Through, you can Breathe Through'



Sleep-Safe is a 'dynamic' pillow with unique advantages

- Airflow and breathability through the whole depth, sides and ends of the pillow
- The built-in 'Aero-Matrix' pump construction eliminates exhaled breath and carbon dioxide



The Sleep-Safe pillow is made from soft, highly porous foam with an open-cell structure and has three components:

- A breathable, micromesh pillow case
- Two gently rippled Aero-Profile surfaces each with numerous Thru-Channels to facilitate plentiful airflow and breathability
- An inner core with multiple Aero-Matrix chambers

The outer micromesh pillow case and the rippled Aero-Profile pillow faces permit air flow across the entire surface of the pillow.

The rippled Aero-Profile pillow faces and inner core are held in proximity by a wide-mesh pillow case which permits maximum airflow and breathability.

This enables the Thru-Channelling of the pillow faces and the Aero-Matrix chambers to ‘work together’:

- Any head movement compresses and decompresses the core Aero-Matrix chambers, causing air to flow through the sides and ends of the pillow and the Thru-Channelling, and to pass around the face and help prevent suffocation
- Air is able to flow throughout the whole depth of the pillow, and through the sides and ends of the pillow
- This propels exhaled breath and carbon dioxide away from the user’s nose and mouth

This means that Sleep-Safe is a ‘Dynamic’ pillow with unique advantages that help to prevent suffocation...

<p>Hypoallergenic Micromesh Pillow Cases – these are dye-free to minimise the risk of severe allergies which could trigger seizures in susceptible people.</p>	<p>UK made from UK sourced materials UK Hand-made in a disability workshop UK University lab tested for effectiveness UK Product Safety and Fire Regulations compliant UK Government Registered Class I Medical Device</p>
<p>Hypoallergenic Open Cell Foam - Not Latex Foam, which can cause allergies, Not Memory Foam, which can trap heat and also compress and impede airflow and breathability.</p>	<p>Hypoallergenic Manufacture - no adhesives or welding chemicals are used in making Sleep-Safe pillows, this means that there are no volatile ‘leftovers’ to cause allergic reactions, asthma attacks or breathing difficulties.</p>
<p>Easily washable - the ‘Take-Apart’ Benefit: Sleep-Safe can be washed and dried in one piece or taken apart and the components washed separately. This means that any soiling and house dust mites and airborne particles which cause allergic reactions or breathing difficulties can be washed out of the entire pillow in a single wash.</p>	
<p>Reduces stress and anxiety - Sleep-Safe help to reduce greatly the ‘carer anxiety’ of sleep seizures – the fear of suffocation. This helps to put people affected by seizures back in control of their lives by relieving a significant cause of family stress, so managing the condition which is causing the seizures becomes much less demanding.</p>	
<p>Not just for epilepsy, but also for the management of seizures caused by most conditions that disrupt the normal functioning of the brain. These include the ongoing effects of congenital and developmental conditions such as Down’s syndrome, Dravet Syndrome, cerebral palsy and autism spectrum disorder, also acquired brain injury following falls, vehicle accidents and assaults and the aftermath of meningitis, stroke and brain tumour.</p>	

Protects **THEM** while they sleep –
and gives **YOU** peace of mind!

For Care Managers, included with each Sleep-Safe:

- The Sleep Seizure Harm Prevention Guideline
- a 28 page quick reference guide to the NICE Clinical Guideline 20
- ‘I Have Epilepsy’ First Aid Help Cards
- an MHRA “Yellow Card”
- a ‘Taking Medicines’ leaflet
- Pharmacist’s Information Leaflets
- a sample several-use non-woven pillow case
- from a pharmacist, opt-in follow-up emails with focussed information ‘signposting’ towards help in the day-to-day management of seizure conditions

- **The Sleep-Seizure Harm Prevention Guideline** – integrating this guideline into a care management programme creates a first-rate harm reduction framework. The Guideline provides a structured approach to handling sleep-seizure suffocation risk, reducing the likelihood of a person’s breathing becoming obstructed during a sleep-seizure and ensuring that airflow remains sufficient to preserve life. It describes best practices for the management of sleep-seizure suffocation risk, since, for people in care, these care outcomes are among those monitored routinely by the Care Inspectorates.

Recommendations are included on identifying people across all care settings who are at risk, and appropriate support options are suggested.

Importantly, the principles of this Guideline apply not just to epilepsy, but also to the management of seizures caused by most conditions that disrupt the normal functioning of the brain. These include the ongoing effects of congenital and developmental conditions such as Down’s syndrome, Dravet syndrome, cerebral palsy and autism spectrum disorder, and also acquired brain injury following falls, vehicle accidents, assaults and the aftermath of meningitis, stroke and brain tumour.
- **The NICE Clinical Guideline** – This describes the recommendations for treating and coping with epilepsy that have been issued to the NHS by the National Institute for Health and Care Excellence. It emphasises the importance of a comprehensive care plan, and gives recommendations for good practice in treating and managing the condition. It’s been written chiefly for people with epilepsy and their relatives and carers, to help them understand more fully the treatment guidance they’ve been given.
- **‘I Have Epilepsy’ First Aid Help Cards** – These credit-card size fanfold leaflets describe what action to take in the event of a seizure and provide key first aid information. They should be filled out with personal details and an emergency contact and are designed to be carried at all times personally or given to a carer, a colleague, a child’s teacher or a health or social care professional.

For Care Managers, included with each Sleep-Safe:

- **An MHRA “Yellow Card”** – This describes how to report medicine side effects easily: people taking medications for seizures can sometimes experience unpleasant effects from their medicines, and every side effect that’s notified may help to ensure more effective management of seizure conditions.
- **A “Taking Medicines” leaflet** – in a jargon-free question and answer format gives further information about medicine side effects.
- **Pharmacist’s information leaflets** – directly relevant to care managers and written especially by a practising pharmacist, these include medicines information designed to reduce risk and prevent harm to people affected by seizures.
- **A sample several-use Sleep-Safe disposable pillow case** – these are used principally when skin shedding or dribbling is a problem, or if the Sleep-Safe pillow is being used in a respite setting by successive short-term users. The pillow cases reduce considerably the amount of laundering required and have been tested and found to have no significant effect on the anti-suffocation properties of the Sleep-Safe pillow. They can also be used by new Sleep-Safe users to assist transition from a “soft” domestic pillow to the firmer Sleep-Safe pillow.

It is particularly important not to use additional pillow cases made from rubber, polythene or close weave cotton with Sleep-Safe pillows. These materials will greatly reduce the anti-suffocation benefits of the Sleep-Safe pillow.

Sleep-Safe pillows are often ordered in pairs for ‘high dependency 24/7’ users – one in use, one in the wash – and changed every couple of weeks or so.

Local Authorities, Social Services and NHS Organisations can order direct – Pricing details at www.sleep-safe.co.uk Email an Official Order to sales@sleep-safe.co.uk or fax it to 07092 191233, or post it to Sleep-Safe Products, Avondale House, 70 Tarvin Road, Littleton, Chester CH3 7DF.

Order using a credit / debit card

Care managers, residents, service users and carers can purchase online at www.sleep-safe.co.uk or by phoning telesales on 07773 619552.

Haven’t got a credit / debit card –

or have a resident or service user who needs help with ordering? Care managers can order Sleep-Safe by posting an authorised resident’s or service user’s cheque made out to Sleep-Safe Products to Avondale House, 70 Tarvin Road, Littleton, Chester CH3 7DF. So that we can email or post out a VAT Exemption Declaration to you, phone your email address to us on 07773 619552 or email it to enquiries@sleep-safe.co.uk

(VAT Free for personal purchasers and charities, all other buyers should purchase including VAT)

Some Frequently Asked Questions about Sleep-Safe

After you receive your Sleep-Safe, we may send you an email seeking your opinion and asking for any constructive criticism and suggestions for improvement. This is a part of our ongoing survey of users and carers. However, here are the answers to a few questions that crop up regularly:

Q. What influence do user and carer comments have on the design of Sleep-Safe?

A. During the past 30 years suggestions from users and carers has led to several complete re-designs of Sleep-Safe: a smoother surface to improve comfort, a large cell AeroMatrix to lessen ‘flattening’ during intense-use situations, and the latest innovation – a Take-Apart design. In addition to these user-led improvements, we have integrated extra Thru-Channelling and progressively smoother micromesh covers. This unique blend of features - the micromesh cover, the profiled surface, the Thru-Channelling and the AeroMatrix - permits air to pass between the surface of the pillow and the cover and through the body of the pillow itself to provide even greater breathability, comfort and, above all, user safety.

Q. Is a ‘firmer’ version of Sleep-Safe available?

A. In response to feedback the ‘firmness’ of Sleep-Safe has actually been reduced - they’ve been made softer - because most users wish for a pillow as similar to a ‘normal’ domestic pillow as possible. A latex version of Sleep-Safe has been trialled, however latex is a natural product derived from the *Hevea brasiliensis* tree and contains proteins to which some individuals develop an allergy. Other natural products such as grains and vegetable fillings can cause similar problems. The entirely synthetic nature of Sleep-Safe means that possible allergens can be eliminated more easily, thus reducing the likelihood of allergies, breathing difficulties and hypersensitivity reactions.

Q. Is a ‘softer’ version of Sleep-Safe available?

A. There has to be a ‘trade off’ between softness and breathability. The softer the pillow, the more likely it is to shape around the nose and mouth and to suffocate the user.

Q. What about the micromesh cover?

A. The micromesh cover is the same type of fabric used to line clothing that ‘wicks’ perspiration away from the skin - we always use materials which already have established uses in ‘next-to-skin’ applications. Over the years, the original net cover (which veteran Sleep-Safe users will remember) has been replaced by a succession of smoother materials. The textile we use currently is chemically inert and inherently flame retardant, and any replacement material must also possess these characteristics; in particular, it must not require any chemical treatments, which could cause allergies, breathing difficulties and hypersensitivity reactions.

Q. Are coloured pillow covers available?

A. No, because dyes may cause skin reactions resulting in high temperatures and a danger of seizures.

Q. Is Sleep-Safe suitable for use by vegans?

A. Yes. Sleep-Safe contains nothing created from the exploitation of living creatures.

Who Else is Using Sleep-Safe?

Leading health and social care providers in the UK and overseas which are providing Sleep-Safe Anti-Suffocation Pillows to protect their patients with epilepsy and other seizure disorders include:

Young Epilepsy (formerly The National Centre for Young People with Epilepsy) - the UK's leading provider for children and young people aged 5 to 25 with complex epilepsy and other neurological conditions

Charing Cross Hospital - referral centre for neurosurgery which houses the serious injuries centre for west London

MerseyCare NHS Foundation Trust - 40 community units housing people with learning disabilities

Cornwall Partnership NHS Trust - 107 community units housing people with learning disabilities

United Response - 40+ community units supporting people with learning disabilities, mental health needs and physical disabilities

Also... (not a complete list) Herts Partnership NHS Foundation Trust, Solihull Care Trust, the States of Guernsey Health and Social Services, Bath & West Community NHS Trust, Central Lancashire PCT, Northgate & Prudhoe NHS Trust, Derbyshire County PCT, Hampshire Partnership NHS Trust, Northumberland Care Trust, Oldham Community Health Services, Hertfordshire County Council Adult Care Services, Somerset County Council, Barnardo's, BUPA, SENSE, the leading UK charity supporting deaf-blind people...

...and hundreds of individual private purchasers with seizure disorders.

USA: About 1 in 10 of all Sleep-Safe pillows are supplied to care provider organisations and individuals in the United States.

France: A further 1 in 10 of all Sleep-Safe pillows are supplied to the French Social Services and Epilepsy Societies.

Spain: 200 Sleep-Safe pillows supplied to the Dravet Syndrome Foundation.

What Parents and Carers say about Sleep-Safe...



When my son was admitted to hospital, I brought his sleep-safe pillows to the hospital, as now that I have them, I no longer feel comfortable with him sleeping with any other pillows.

I think that it is a wonderful thing that your company is supplying. I have given your information to the Foothills Hospital Seizure Monitoring Unit here in Calgary, Alberta, Canada and they are very interested in advertising to future patients. It surprised me that they had not seen pillows like this before.

I hope that I can help you save lives!

Thank you for your wonderful product! I don't know how my son ever did without them.

Thank you very much for your prompt response to my order. It was very nice reading about you and your family and your son's positive achievements. It has made us feel more positive about our daughter, who is struggling with seizures at the moment. We have got 4 daughters - our 14 year old has never had any of the usual childhood ailments like tonsillitis, ear infections etc. and suddenly in April last year she started having seizures. She was diagnosed with epilepsy in December and has got progressively worse since April this year. We are in the process of changing her medicine and your letter has given us hope for her future. I suppose what has made it more difficult is that, apart from colds, she has never been ill and she really hates taking the medication - she says that her seizures have got worse since she has been taking it. Combine that with the usual teenage moods and you can imagine what we are going through!

Thank you again - I have recommended you on the parents' forum of the National Epilepsy Society's website.

Dear Don, Thank you for delivering my order for new pillows, the next day! I will continue to use your service, because of the excellent quality of your product and the prompt delivery. Regards JD.

Dear Don, I have just received my order. Thank you very much and wow!! What an improvement you've made on the pillow since the last two I bought! It feels much softer. My daughter is going to be so pleased. Once again, we can't thank you enough. We sleep with peace of mind, knowing our daughter won't suffocate if she has a seizure.

Thank you so much Don! I received my pillow yesterday, you're a lifesaver! My daughter used it last night. I actually slept a bit last night! God Bless U and your family!

What Parents and Carers say about Sleep-Safe...



Don, I just wanted to touch base with you and let you know that we got the pillow on Monday. My daughter absolutely loves it! It is the first pillow that I have ever allowed her to sleep on. I am so happy that you designed it. I know you know as a parent that you would do anything you could to make sure that your child is safe. When I get the chance to sign up at some of these epilepsy sites, I plan on telling people how much it put me at ease! Take care and God bless.

Hi Don I just had to say a huge THANK YOU for a fantastic product! WOW..... Not only can my child sleep safe now but SO CAN I, knowing he is safe... For 5 years now I cannot remember having a beautiful peaceful sleep until last night. My 5yr old slept soundly and so did I. He loves his new MAGIC PILLOW - he thinks it's quite cool... J suffers so many different types of seizures so this is a god send... I had to tell you about how this has changed our lives dramatically on the first night, people are so quick to complain but not so quick to say Brilliant and Thank You. Well a HUGE THANK YOU FROM US ALL. YOU WILL BE IN OUR THOUGHTS – M.

Dear Mr Alderton, Thank you for processing my order for 2 sleep safe pillows. I confirm that I have received your E mail and wish to apply for VAT exemption for this order. The service I have received from your company has been exemplary and thank you sincerely for the speed with which my order has been processed. The pillows have arrived safely! These are early days in the diagnosis for my son, and for us, and it is so reassuring that we have access to so much help and information regarding epilepsy. The information pack you also sent with the pillows has been very useful to read and my son has already ensured that the "I have epilepsy" card and first aid notes are tucked securely on his person whenever he goes out of the home! Maybe all this helps me not be so frightened when he is away from me. Thank you once again.

Mr. Alderton, Thanks for your swift arrangements for shipment and delivery of sleep-safe anti-suffocation pillow and pillow-cases for my daughter. I guessed that you have had a comprehensive understanding of seizure problems from inside out and your letter has proven correctness of my guess. You have done great job to keep thousands of people safe and protected during sudden occurrences of seizure while sleeping. Therefore you deserve to be blessed by The God. With best wishes, Giorgi and Family, United Arab Emirates.



Anti-Suffocation Pillows

Protects **THEM** while they sleep –
and gives **YOU** peace of mind!



A Family Company,
run by Healthcare Professionals, focussed on Healthcare Integrity.

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