



Anti-Suffocation Pillows

A Family Company,

run by Healthcare Professionals, focussed on Healthcare Integrity.

www.sleep-safe.co.uk

Connect with us!  @sleepsafepillows  #sleepsafepillows

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

...Someone at risk from seizures?

		
A normal pillow BLOCKING the nose and mouth	Sleep-Safe pillows WON'T BLOCK the nose and mouth	Air flow THROUGH the Sleep-Safe pillow AND AROUND the nose and mouth

Essential for anyone who is 'at risk'
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!

Partnering with Sleep-Safe
provides everyday support for people
with epilepsy and their caregivers –
to take charge of their lives

National epilepsy nonprofits focus wholly on fundraising for research, which of course is highly commendable. However, research outcomes are often long-term and remote from the immediate practical, day-to-day needs of families affected by epilepsy.

By contrast, Sleep-Safe Epilepsy Safety Pillows provide immediate, practical, everyday support by reducing the risk of suffocation during sleep seizures.

Epilepsy Nonprofits can help more people with epilepsy by sourcing Sleep-Safe Epilepsy Safety pillows at a deep discount from the 'headline' price: *from USD164 each down to USD79 each.*

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1. Partnering helps Nonprofits help more people with epilepsy

US Nonprofits Partnering with Sleep-Safe can reduce the delivered price of each Sleep-Safe Pillow from the headline price of USD164 to as low as USD79.

Order quantities of just 6 Sleep-Safe can reduce greatly the delivered price.

This low-volume bulk shipping overcomes the high shipping cost of single Sleep-Safe pillows which is often a barrier to individual users and caregivers.

In the US we Partner with The DannyDid Foundation, Chelsea Hutchison Foundation, and Ribbonsforkellsey.

These nonprofits provide Sleep-Safe pillows free of charge or at a much lower price to parents and caregivers in their group. For example, 80 Sleep-Safe pillows to Ribbonsforkellsey for free distribution in the Illinois and Iowa Quad Cities Region, made possible by a gift from a local benefactor.

Since 2003 we've supplied over 2,000 Sleep-Safe pillows by Partnering with the DannyDid Foundation, The Chelsea Hutchison Foundation and Ribbonsforkellsey, all for the benefit of people with epilepsy and their caregivers.

2. How the Lower Delivered Price is Achieved - *Overview*

We provide 20% online discount links for our Partner epilepsy nonprofits.

Epilepsy affects 'only' 1 in 140 people but such a small proportion of the population is difficult and expensive to reach. This means that about 20% of the 'headline' price of Sleep-Safe is taken up by promotional costs: networking, mailshots, publicity etc.

We offer that 20% as a discount to nonprofits which provide a link on their website for visitors to purchase Sleep-Safe - because we don't have to spend money to 'reach' those visitors we can pass-on the saving.

However, the 20% product discount is outweighed by the high shipping cost for single and double pillows.

So, the final delivered price of single pillows is clearly a barrier to children and families who could benefit from Sleep-Safe pillows.

'Nonprofit Partnering' dramatically lowers the delivered price of Sleep-Safe pillows by enabling a generous discount and low-volume bulk purchase.

Nonprofits then either provide the pillows at a lower price or as 'giveaways'.

The Lower Delivered Price is achieved...

- **By giving a product discount of 20%** - made possible by lower materials costs through increased volume of supply to nonprofits.

We pass-on that saving to you.

- **By nonprofits purchasing in 'low-volume' bulk quantities** – this significantly lowers shipping costs: 'Bulk' means multiples of 6: a package of 1 x 6 pillows costs much less to ship than 6 x packages of 1 pillow. Also, it's less expensive to pack and ship in 6's 12's and 18's than it is to pack and ship singles.

We pass-on that saving to you.

The following figures show that the lowest-cost and quickest way of supplying pillows is by air shipping in multiples of 6, a consignment of 18 being the most cost effective.

Shipping gets cheaper as the quantity increases, which can lower the final price dramatically:

- 1 x Sleep-Safe shipped to you: delivered total cost of each pillow including shipping = USD164
- 6 x Sleep-Safe shipped to you: delivered total cost of each pillow including shipping = USD92
- 12 x Sleep-Safe shipped to you: delivered total cost of each pillow including shipping = USD83
- 18 x Sleep-Safe shipped to you: delivered total cost of each pillow including shipping = USD79

We pass-on that saving to you.

This is aided greatly by the US policy of 'open trade' with other nations, that benefits US citizens – see below, 'US Customs charges'.

3. How the Lower Delivered Price is Achieved – *Detailed Costing*

'Full Price' is the 'Headline Price' on the Sleep-Safe website
NO 20% product discount NO Bulk shipping discount

Full Price 1 Pillow		Full Price 2 Pillows	
Cost of pillow	65 USD	Cost of pillows	130 USD
Delivered price of each Sleep-Safe: USD 164	Shipping 98	Delivered price of each Sleep-Safe: USD 130	Shipping 130
Total cost for 1	163 USD	Total cost for 2	260 USD

20% discount 6 Pillows		20% discount 12 Pillows	
Cost of pillows	312 USD	Cost of pillows	623 USD
Delivered price of each Sleep-Safe: USD 92	Shipping 241	Delivered price of each Sleep-Safe: USD 83	Shipping 375
Total cost for 6	553 USD	Total cost for 12	998 USD

20% discount 18 Pillows	
	USD
Cost of pillows	935
Delivered price of each Sleep-Safe: USD 79	Shipping 495
Total cost for 18	1430 USD
<p><i>Why '18'? – Anything larger than the '18 carton' attracts a 'weight-size-and-handling' surcharge.</i></p> <p><i>Shipped via UK Parcelforce and USPS, door-to-door 3 to 5 days per consignment.</i></p>	

'Personalised' information packs can be supplied, featuring a specially printed 'signifier' such as your nonprofit's logo along with choice of text... 'Supplied by' 'Provided by' 'Presented by' ... whatever you feel is appropriate... *Examples:*

Your SLEEP-SAFE PILLOW

PROVIDED BY THE  Danny Did[®]
FOUNDATION

Information for Caregivers

Your SLEEP-SAFE PILLOW

PROVIDED BY THE  Chelsea Hutchison
Foundation
Granting Comfort and Hope

Information for Caregivers

Your SLEEP-SAFE PILLOW

PROVIDED BY THE CHARITY FOR
HOPE PAEDIATRIC
EPILEPSY IN
LONDON

Information for Users and Carers

*Everyone in nonprofits works very hard to raise funds:
Partnering with Sleep-Safe gives an opportunity to make those
funds go much further and to help many more people
with epilepsy and their caregivers.*

4. US Customs charges

No US Import Duty is payable on personal imports of less than \$800

USA Trade Facilitation and Trade Enforcement Act of 2015:

‘This bill amends the Tariff Act of 1930 to increase from \$200 to \$800 the general de minimis aggregate fair retail value in the country of shipment of duty-free articles imported by one person on one day.’

This means that if the declared product value in a consignment shipped to an individual is below USD800 there will be no import duty.

As such, orders exceeding USD800 in value can be ‘split-delivered’ to several individuals within a single nonprofit.

5. About Sleep-Safe Anti-Suffocation Epilepsy Safety Pillows

When our son started having seizures my wife Chris and I were desperately concerned about his safety while he slept. However, we were dismayed that there were no specialist items of bedding designed to help keep him safe while he slept. During the seizures his breathing became spasmodic and laboured and for brief periods he would cease breathing entirely: We feared that becoming tightly entrapped in bedding during a sleep seizure could lead to brain injury - or even death - due to lack of oxygen. Sheets and blankets could be minimised, but all standard domestic pillows seemed fundamentally unsafe.

Much later we discovered that an 'anti-suffocation' pillow *had* been available, however, production ceased when the manufacturer closed down. We obtained a used sample of the pillow, re-designed it, and launched it as 'SLEEP-SAFE', which have been continually enhanced and improved over 30 years.

Much of our work is done now by people with learning disabilities, some of who have epilepsy and other seizure disorders, see '10. Our Team at the Oakenholt Centre'.

We don't supply through commercial dealerships because that would mean adding an additional profit margin to a product which is supplied principally to lower-income families. According to research published in the British Medical Journal, epilepsy is more prevalent in poorer communities.

We liaise regularly with nearly 400 hospital neurologists and epilepsy specialist nurses so as to supply as many people with epilepsy as possible at the lowest price possible.

We supply mainly to the UK, the United States and France and we're currently discussing a supply arrangement with the CEO of Epilepsy New Zealand.

The 'Lower Delivered Price Plan' mirrors how we have worked in the UK for many years – we Partner with epilepsy charities to supply Sleep-Safe Pillows in bulk which they provide free of charge or at low-cost to needy families.

6. Who Else is Using Sleep-Safe Pillows?

300 Sleep-Safe Pillows supplied to Association ASPEC Le village du Perche France
200 Sleep-Safe Pillows supplied to the European Union Dravet Syndrome Foundation
60 Sleep-Safe Pillows supplied to "Castelnouvel" home for children with epilepsy France
60 Sleep-Safe Pillows supplied to Children with Special Needs Support, Kisumu, Kenya

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

In the United States: (Not a complete list) ***About 1 in 10 of all Sleep-Safe are supplied to care provider organisations and individuals in the United States.***

Dungarvin Inc - a national organization of privately owned companies that are dedicated to providing high quality, community-based supports to people with varying support needs.

MaineGeneral Health - the leading regional health care system in Maine, recognized for clinical excellence and service, high value, and impact on community health.

Medical Fund Advisors - a national provider of medical claims administration and advisory services for trust funds or custodial arrangements set up for the benefit of an injured individual or class.

Northwestern Memorial Hospital - the primary teaching hospital for Northwestern University's Feinberg School of Medicine.

University Of Pennsylvania Health System - a major multi-hospital health system headquartered in Philadelphia, Pennsylvania.

In the UK: (Not a complete list)

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

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

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

7. Expressions of Support for Anti-Suffocation Pillows

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”.

Clinical:



Richard E Appleton,
Consultant Paediatric Neurologist
Alder Hey Children's Hospital,
Liverpool

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

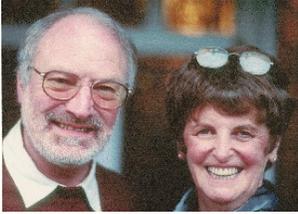
“Anti-suffocation pillows are likely to significantly reduce the risk of suffocation in children (and even adults) who experience frequent nocturnal seizures and particularly if these nocturnal seizures are tonic-clonic (also called Grand Mal)

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 wise, 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 the Founder of the Epilepsy Sucks charity, and used with permission)

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

8. Brief Biographies



Don Alderton is a pharmacist who has worked in health care since 1963. He served fourteen years in the British Army 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 Gulf 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-coordinating 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 UK National Health Services 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 caregivers.

Chris says, 'I'm very aware of the detrimental effects of long term stress and anxiety on the lives of families and especially on caregivers. 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 caregivers.'

The information that Don and Chris provide is based on the principle that patients and caregivers 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 that will enable everyone affected by seizures to manage more effectively the underlying medical condition.

9. Our Team at the Oakenholt Centre

Oakenholt

Manager - Christine Mann



Oakenholt



Information

Oakenholt offers a diverse and personalised service for a wide variety of people, ranging from people with special needs to those ready to access the community. A team of qualified and experienced professionals, and multi-disciplinary partners offer activities to meet all needs and tastes.

Our service provides a personalised environment that enables people to:

- Learn skills
- Increase confidence
- Develop life skills
- Experience employment skills
- Be introduced to the community
- Pink Pinny Cafe - Open to the public every Wednesday

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Wirral,
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and gives **YOU** peace of mind!



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