



Anti-Suffocations Pillows

From Don Alderton *Pharmacist* 

a Member of the Royal Pharmaceutical Society

A Family Company, run by a Pharmacist and a Health Visitor, Focussed on Healthcare Integrity...

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Partnering with Sleep-Safe
*- provides everyday support
 for people with epilepsy
 and their caregivers*

... SOMEONE AT RISK FROM SEIZURES?



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'...

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!**

Many 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.

In contrast, Sleep-Safe Epilepsy Safety Pillows provide immediate, practical, day-to-day support by reducing the risk of suffocation death during sleep seizures.

Epilepsy Nonprofits can help more people with epilepsy through buying

Sleep-Safe Epilepsy Safety Pillows

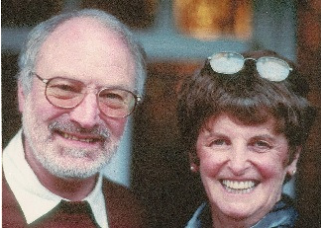
At a saving of USD50 on EACH pillow:

USD120 down to USD70.

Contents

- 1. Brief Biographies – The inventors of Sleep-Safe**
- 2. Partnering helps Nonprofits to help more people with epilepsy**
- 3. How the Lower Delivered Price is Achieved – Overview**
- 4. How the Lower Delivered Price is Achieved – Detailed Costing**
- 5. Personalizing Your Order**
- 6. US Customs Duty**
- 7. Reassurance of our Good Standing**
- 8. About Sleep-Safe Anti-Suffocation Epilepsy Safety Pillows**
- 9. Our Team at the Oakenholt Centre**

1. Brief Biographies – Don and Chris Alderton



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 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 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 carers.’

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 medical condition which causes the seizures.

2. Partnering helps Nonprofits to help more people with epilepsy
US Nonprofits Partnering with Sleep-Safe can reduce the delivered price of each Sleep-Safe Epilepsy Safety Pillow from the headline price of USD120 to about USD70.

Since 2003 US epilepsy nonprofits have made many hundreds of give-away Sleep-Safe Epilepsy Safety Pillows.

Order quantities of just 6 Sleep-Safe Epilepsy Safety Pillows can greatly reduce the delivered price. This is achieved by a product discount of 20% and low quantity bulk shipping which is much less expensive than shipping single products.

This enables many more individual users and caregivers to benefit from Sleep-Safe Epilepsy Safety Pillows.

Currently we Partner with The DannyDid Foundation, Chelsea Hutchison Foundation, Ribbonsforkellsey, The Morgan Amelia Foundation, Briezy's Bunch and we're in discussion with several other groups.

These groups provide the Sleep-Safe Epilepsy Safety Pillows free of charge or at a much lower price to users and caregivers. For example, 36 to Briezy's Bunch and 80 to Ribbonsforkellsey for free distribution in the Illinois and Iowa Quad Cities Region, funded by a gift from a local benefactor. Posted on Facebook page, search on 'Facebook Ribbonsforkellsey' then scroll down to about mid-December 2017 and you'll see the heart-warming smiles of some of the kids who received their free Sleep-Safe Epilepsy Safety pillows.

Since 2008 we've supplied over 300 Sleep-Safe through Ribbonsforkellsey, and 400 through the DannyDid Foundation, all provided to parents and caregivers.

Partnering with Sleep-Safe has empowered these epilepsy nonprofits to provide practical day-to-day support by providing Sleep-Safe Epilepsy Safety Pillows.

Our ongoing opinion survey of users and caregivers – and comments on our Facebook page – confirms that Sleep-Safe Epilepsy Safety Pillows help to provide the safety and reassurance that users and caregivers crave and value highly.

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

We provide a 15% online discount links for our Partner epilepsy nonprofits.

As you know, epilepsy affects ‘only’ 1 in 140 people and such a small proportion of the population is difficult and therefore expensive to reach. This means that about 15% of the ‘headline’ price of Sleep-Safe is taken up by promotional costs: networking, mailshots, publicity etc.

We offer that 15% as a discount to groups which provide a link on their website for visitors to purchase Sleep-Safe Epilepsy Safety Pillows - because we don’t have to spend money reaching those visitors we can pass-on the saving to you.

However, the 15% product discount is often outweighed by the high shipping cost for single and double pillows.

So, the final delivered price of single pillows is clearly a barrier to many more users and caregivers benefiting from Sleep-Safe Epilepsy Safety Pillows.

Partnering drastically lowers the delivered price of Sleep-Safe to benefit many more users and caregivers, either granted free of charge or supplied at significantly reduced price.

How the Lower Delivered Price is achieved

- **By increasing the product discount to 20%** - made possible by lower costs through increased quantity of supply to nonprofits.

We pass-on that saving to you.

- **By nonprofits purchasing in low quantity bulk** – to drastically lower 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 than it is to pack and ship singles.

We pass-on that saving to you.

- **By nonprofits benefitting from the US policy of ‘open trade’ with other nations** – see below, ‘US Customs charges’.

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.

We pass-on these savings to you.

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

<p>‘Full Price’ is the ‘Headline Price’ on the Sleep-Safe website <i>NO 20% product discount NO Bulk shipping discount</i></p>		
Full Price 1 Sleep-Safe Epilepsy Safety Pillow	USD	
Cost of pillow	57	
Shipping	63	Delivered price of each Sleep-Safe Pillow: USD 120
Total cost for ONE Delivered to your door	USD120	

<p>‘15% Discount’ is your Discount Price’ - a ‘private’ page on the Sleep-Safe website <i>NO Bulk shipping discount</i></p>		
15% discount 1 Sleep-Safe Epilepsy Safety Pillow	USD	
Cost of pillow	49	
Shipping	63	Delivered price of each Sleep- Safe Pillow: USD 112
Total cost for 1 Delivered to your door	112	

<p>The Lower Delivered Price 20% Discount + Bulk Shipping Discount</p>		
20% discount 6 Sleep-Safe Epilepsy Safety Pillows	USD	
Cost of pillows	275	
Shipping	145	Delivered price of each Sleep-Safe Pillow: USD 70
Total cost for SIX Delivered to your door	USD420	

***A saving of USD50 on each single Sleep-Safe pillow!
The great benefit of Low-Quantity Bulk Buying!***

Shipped via UK Parcelforce and USPS, door-to-door 3 to 5 days per consignment.

5. Personalizing Your Order

We can 'personalise' the Sleep-Safe Pillows packed n Purple mailer bags for your nonprofit with 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...
For example:



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

6. 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.

7. Reassurance of our Good Standing

Sleep-Safe has partnered with US nonprofits for 16 years and of course you will want reassurance that we have a reputation for complying in good faith with our agreements – which we will provide.

8. 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 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'.

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

We're not keen on commercial dealerships because that means 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 tends to be more prevalent in 'economically deprived' communities.

In the UK we liaise regularly with over 200 hospital neurologists and epilepsy specialist nurses.

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 Epilepsy Safety Pillows in low-volume bulk which they then provide free of charge to low income families.

9. Our Team at the Oakenholt Centre

Oakenholt

Manager - Christine Mann



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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Information in this leaflet summarises published research and guidance and is not intended as individual medical advice.