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For Immediate Release

## 'Mite' be time for a new pillow!

Advice from [The Best Bed Linen in the World](http://www.thebestbedlinenintheworld.com) to avoid dust mite infestations

The average bed plays host to around 10,000 dust mites which feed on dead skin... Research has found that a typical pillow contains more than a million fungal spores. The average person reportedly sheds a pound of skin every year, and the average adult loses half a pint of moisture whilst asleep every night. This provides the ideal environment for dust mites to thrive; warmth, moisture and plenty of food. Hardly the most relaxing thought before bedtime!

Research shows dust mites are often responsible for causing respiratory problems in asthma sufferers. Cleaning bed sheets, duvets and pillows regularly will help but it is advised by the Sleep Council that you replace your pillow every three to five years.

[Luxury online bedding specialist](#), The Best Bed Linen in the World, has a fantastic range of pillows to ensure the most comfortable night's sleep. This fast growing and celebrated supplier uses only the finest materials and processes and has worked with the top five-star hotels in the UK and globally for over 20 years; including The Goring, The Dorchester and The Landmark.

Neck and shoulder pain complaints are often caused by the choice of pillow – Robert Lancaster-Gaye, Founder and Director of The Best Bed Linen in the World has some helpful advice to choosing the right pillow:

- 1. Replace pillows every 2-3 years once they've lost their height and have become misshapen and discoloured. Research shows that an old, unwashed pillow can contain up to 10% of its own weight in dead skin cells and dust mites.*
- 2. A good pillow should be supportive and hold the head in the correct position; in alignment with the shoulders and spine – the same position as if standing. The pillow should be tucked into the neck and shoulders to ensure the head is fully supported.*
- 3. If you sleep on your side, a thicker pillow or two thinner ones are recommended.*
- 4. There is a wide range of pillows available: goose down, duck, down, feather, microfibre...and they come in a variety of shapes and sizes to suit all personal tastes. Pillows are subjective, so choose one that suits your sleep requirements.*
- 5. Purchase a pillow case of 100% cotton percale for optimum wellbeing and a restful sleep.*

Being much firmer than pure down pillows, the Luxury Blend Down/Feather Pillow from The Best Bed Linen in the World provides superb support for the head and neck. Its Luxury Microfibre Pillow is special blend of micro-fibres to give a medium/firm support rating whilst retaining a soft comfort factor.

The new collection also includes [luxury white bed linen](#) with a 400 thread count percale, hotel-quality feather duvets and synthetic duvets for superb drape, warmth and comfort; luxury white bathrobes, towels and bath rugs.

[www.thebestbedlinenintheworld.com](http://www.thebestbedlinenintheworld.com) Mail Order: 01442 842885

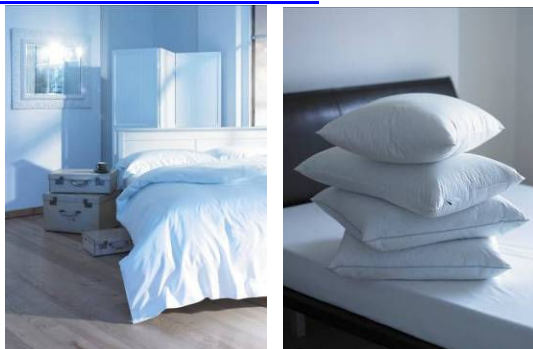


Image attached: Plain White 400T Bed Linen Set – prices from £144 (double), Luxury Down Surround Pillow from £59  
For additional images, information or interviews please contact Alaina or Marie at Simpler PR Ltd. on 01494 793501 or email [marie@simplerpr.com](mailto:marie@simplerpr.com) or [alaina@simplerpr.com](mailto:alaina@simplerpr.com)