

Neck pain is a very common occurrence. Most symptoms felt can be prevented, decreased, or even eliminated through proper stretching, strengthening, and alignment of the cervical spine with correct pillow.

SOME CAUSES

Muscular: tightness or spasm in the muscles in, and around neck

Facet joints: each pair of vertebrae has 2 facet joints which allow for motion to occur between them. Nerve roots sprout between these facets. Pain can occur when these facets rub or grind together.

Inter-vertebral disc: between the vertebrae are discs made to absorb the shock during physical activities. Sometimes these discs protrude out of their normal space, and can cause pain by putting pressure on nerves or the spinal cord.

Ligaments: help to keep the vertebrae in place. The fast movement of the neck can cause a whiplash injury, thus leading to injury to these ligaments and a resulting pain.

Posture: having head rest too far forward can cause the "C" shaped curve in the neck to decrease, and keeping head too far back can accentuate it. These positions can increase the amount of stress placed on the muscles, ligaments, facets, and disks in and around the neck. This undue stress can cause pain in the neck.

COMMON TREATMENTS

Therapy: Physiotherapy, Chiropractic, massage therapy and relaxation therapy help in relieving pain.

Heat: A nice hot shower to let the water run on the neck, or placing a heating pad or hot water bottle on the neck relieves the pain.

Medicines: Your doctor may prescribe anti-inflammatory or other medicines to you.

Proper Pillows: A good pillow helps to relieve stress and pain. Incorrect pillow can cause stress on muscles, ligaments and facets which can cause neck pain. Well contoured pillow keeps the curve in the spine in its proper position while sleeping and helps to reduce pain.

YOUR PILLOW AND YOUR PAIN

You need to ask a few questions to yourself:

- o Are you not happy with the pillow you sleep on?
- o Does your pillow conform to your neck and keep it in comfortable position whole night?

If not, here is something you need to know about neck pains and pillows.....

How to Prevent Pains and Aches?

To prevent pain, you should use a pillow that can sense and respond to your body temperature, conforms exactly to the shape of your body, and distributes pressure evenly over the entire supported surface of your neck. Your pillow should fill the hollow created at your neck (between your head and shoulders) to help relieve and prevent pain.

What is dreamliner exclusive Memory Recovery Pillow ?

- Dreamliner Exclusive "Memory Recovery" material, used to create the "perfect pillow", which will give you this comfort. This unique pillow, made from a visco-elastic material has many benefits such as:
- Temperature and weight sensitive,
 - Helps you to distribute the pressure evenly over the entire supported surface,
 - Eliminates pressure points and evenly distribute the body weight over the entire surface.
 - Open cell structure, doesn't allow to build up heat and you never feel unpleasantly warm.
 - Its memory recovery properties brings pillow to its original shape.

So what's so good about dreamliner exclusive Pillow?

Other than providing good support to the neck this pillow is also:

- ☑ Hypoallergic and dust mite free
- ☑ Washable terry cloth cover
- ☑ Does not cut off your blood circulation
- ☑ Three year warranty on sagging/change of shape



Dreamliner Exclusive eliminates muscle stress in the neck

Great for side sleepers : Perfect for side sleepers who need support to prevent the head from tilting too much towards the bed, causing compression of the shoulder and bending of the neck. This pillow accomplishes this, while providing the ultimate comfort.

Great for relieving muscle stress: Dreamliner Exclusive helps to eliminate muscle stress in the neck, back and shoulder area while you sleep, but always come back to shape and never need to be fluffed.

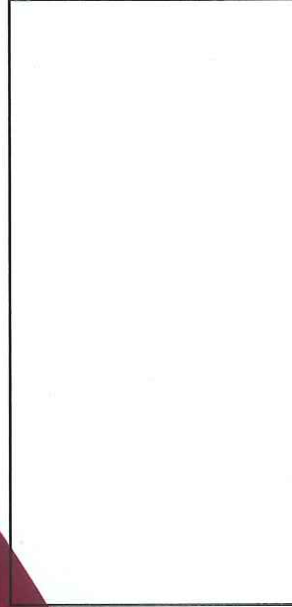
You won't regret this decision. Begin to experience comfortable sleep, and pain free neck and spine.

Dreamliner Exclusive pillow is created by rehabilitation professionals after intensive research and testing

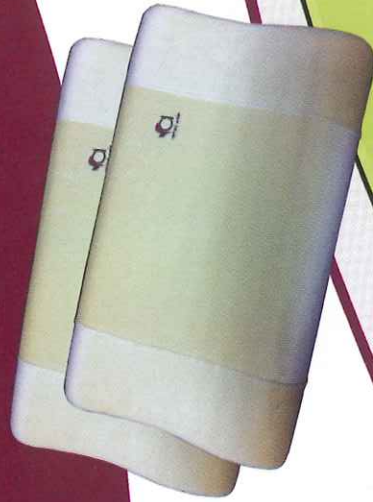
Available in Small, Medium and Large size

Ask your health professional to know more about right size pillow for your neck to relieve pain.

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NECK PAIN? HOW TO PREVENT IT!



dreamliner exclusive
An Educational Brochure by
Dreamliner Exclusive Pillow