

MEDIA: Lifestyle.com.au

READERSHIP: 354,800 unique browsers per month

DATE: 11 April 2011

LINK: <http://www.lifestyle.com.au/diy/is-your-mattress-good-for-you.asp>

JOURNALIST: Melissa Overman, Senior Online Producer

The screenshot shows the Lifestyle.com.au website interface. At the top right, there are social media icons for Twitter, Facebook, and YouTube, along with 'Register' and 'Sign In' links. The main header features the 'LIFESTYLE.com.au' logo and a promotional banner for 'SOLAR POWER' with the text 'We'll bring a ray of sunshine on a rainy day.' and 'Realise the potential' with a 'go' button. Below the header is a navigation bar with categories: TV Shows, Property, DIY, Gardening, Outdoors, Food & Recipes, Health, Style, and Win. A search bar is also present.

The main content area is titled 'DIY' and 'LifeStyle > DIY > Bedrooms'. The article title is 'Is Your Mattress Good For You?'. It includes a 'Like' button and a social media prompt: 'Be the first of your friends to like this.' The article text reads: '10 things you should know about your mattress. Veli Solyali, 30 is a sleep specialist, director and chiropractor from Sydney's boutique health and wellness clinic, Get Well! East Sydney (www.getwelleastsvdney.com.au). Veli ensures that by increasing the quality of your sleep, your whole life is positively impacted. It is the brand new introduction of an exclusive range of award-winning mattresses and sleepwear to his already comprehensive wellness clinic, which is providing the opportunity for his patients to 'get well, stay well and feel alive'.' An image of a bed with white linens is shown.

On the right side, there is a 'Calculators' section with links to: Mortgage Calculator, Mortgage Budget, Rental Return, BMI Calculator, Metric Converter, Kilojoule Calculator, Paint Calculator, and Gardening Guide. Below this is a 'Laminex' advertisement with the tagline 'Inspire your space' and 'Create your perfect space'. At the bottom right, there is a 'Video' section with a 'More Videos' link.

On the left side, there is a 'DIY' sidebar menu with categories: Home Decorating, Home Cleaning, Renovations, Painting, Homewares, Antiques, Eco-Friendly, Colour Schemes, Lights, Collectables, Flooring, Craft Ideas, Kitchens, Bathrooms, Living Rooms, Bedrooms, and Kid's Rooms.

Other Rooms

Expert Advice

Decorating Advice

Antique Valuation

Tools

Home Metric Converter

Paint Calculator

Videos

DIY Videos

Community

DIY Forum

DIY Shows

60 Minute Makeovers

Design Star

Dear Genevieve

Tommy's Fix Your House For Free



5 x Brand New Coshee Queen Bed Sets

Review for free



13 x DVD copies of 'Life As We Know It'

Review for free

Here are Veli's top 10 things you didn't know about your mattress....

1. The warmth in Australian homes is a breeding ground for dust mites, with the bed being an ideal environment, as they need warmth, food (you) and water (sweat) to survive. It is estimated that the average bed has over 10,000 house dust mites living in it which results in there being over two million droppings (Allergy UK)*. So as well as looking after your mattress and replacing when needed, ensure you regularly wash your sheets at a high temperature – at least 60 degrees. You can also try a 100% natural latex mattress with its anti-microbial and hypoallergenic benefits

2. Make sure you should peel back your bed clothes and sheets and leave the bed to air for 20 minutes after waking to allow body moisture to evaporate. Many don't do this and in fact, do the opposite when making their bed in the morning - we can lose up to half a pint of sweat during the night, so this small action goes a long way to a healthy mattress

3. Your mattress lifespan will vary depending on its quality, frequency of use and level of wear and tear. As a general rule of thumb, a heavier person will wear out a mattress more quickly than a lighter one and a couple more quickly than a single, so this needs to be factored in. Usually, a mattress can last up to ten years but I would recommend replacing every five or so to keep fresh, bug free and provide the support you need for a good night's sleep. Look out for tell-tale signs that your mattress has had its day, including squeaky springs, restless nights' sleep, waking with aches and pains, visible wear and tear or having a better nights' sleep in a hotel bed

4. Unless advised differently by the manufacturer, turning a mattress over regularly helps to extend its lifespan. In addition to changing its side it is also key to change its direction every three months clockwise or anti-clockwise do that it doesn't form an indentation and give you back and neck ache

5. Choosing a mattress is not only the most important purchase for your bedroom, it's the single most important purchase in your home. Your mattress really matters! We spend over a third of our lives in bed – getting the right comfort and support is critical. Take the time to test a mattress before buying, go back more than once if you need to, seek advice from a sleep expert, not the retailer and talk to your partner and make sure that ultimately, the decision is 100% yours

6. While your mattress provides support for your body, don't forget that your pillow should give you the right cushioning to align your head and neck. It should hold your head in the same relation to your shoulders and spine as if you were standing with correct upright posture. A firm pillow is good if you sleep on your side, medium if on your back (to cup your head comfortably) and a soft pillow works well for stomach-sleepers (to ease any strains on your neck)



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7. Vacuum your mattress and base from time to time to remove fluff and dust. Careful though not to dislodge and fillings to damage stitching. Never remove the label; it is an important part of any warranty claim. Use only a mild detergent and warm or cold water to tackle mattress stains. Never soak a mattress as it will not dry effectively and can cause it to wear quicker, harbour germs and smell

8. Don't let your children jump on your bed or use it as a playground. It can damage the interior construction of the mattress and therefore massively reduce its lifespan

9. Size matters! It's always a good idea to go a size up from what you actually think that you need, especially if you sleep with your partner. Not having enough room in bed is a sure-fire way to adversely affect your sleep....and your relationship!

10. Once you've bought your new mattress, make the appropriate arrangements to have your old one taken away. Don't give it to your children, family or friends - if it wasn't good enough for you, it's most definitely not good enough for them. In fact is likely to be a health hazard, so get rid!

Source: [*http://www.allergyuk.org/ah_bedroom.aspx](http://www.allergyuk.org/ah_bedroom.aspx)

The full menu of treatments and services available at Get Well! East Sydney, as well as information on the Bedmaster range of products, is available online at www.getwelleastsydney.com.au.

