

## WE DELIVER TO YOUR DOOR...

Town & Country has a Showroom/Factory in Adelaide and every day we send mattresses & beds all over Australia.

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### THE BENEFITS OF SLEEPING ON A NATURAL LATEX MATTRESS







#### The Facts

There is a lot of misinformation about Latex mattresses, mainly I believe, promoted by bedding retailers that do not sell Natural latex mattresses. This is due to the fact that there is a lot more profit in selling inner spring mattresses, especially when manufacturers can import inner springs for the whole mattress from \$60, whereas a natural latex core is upwards of \$1000 cost.

Without getting too technical, there are 2 main types of latex: Natural latex derived from the rubber tree and synthetic latex made similar to other foams with petrochemicals'. Natural latex can also be processed with either the Dunlop (more natural) or Talalay method (involves more chemicals). We only sell Natural latex using the Dunlop Method.

The big benefit of Natural Latex, apart from being a lovely substance to make a mattress from, is that it does not "off gas". Synthetic latex and all other bedding foams do.

Many of the bedding foams used in both memory foam and inner spring beds are imported from China and are very cheap and can be quite nasty. All foams "off gas" which is a release of chemicals into the air that normally dissipate in a few days (i.e. New Car Smell) but in small quantities can off gas for years. Therefore if foams are made with chemicals such as Methylene Chloride and Formaldehyde this is what you breathe in. Most inexpensive Chinese imported foam is made with these nasty chemical ingredients which are banned in the manufacture of foam in most Western countries. This foam however can end up in many "Australian Made" inner spring mattresses.

Australian made foam is much safer and does not use these nasty chemicals, but some people are still worried about the long term effects of off gassing. Natural Latex then is the only real comfortable alternative that has no off gassing, unless you like sleeping on a rock hard cotton futon.

What can cloud the issue is that some people are allergic to raw latex. This is not off gassing and is to do with actually being in contact with the raw latex (for example latex gloves). Because latex mattresses have a cover there can be no allergic reaction as no direct skin contact is made. In over 30 years of

selling natural latex I have never heard of an allergic reaction with a natural latex mattress.

Synthetic latex is much cheaper than natural latex, harder and only lasts about one third of the time natural latex does. It is quite difficult to tell the difference when new, although natural has a softer moister feel. Yes it has been common for manufacturers to call their mattress latex when it is actually synthetic latex and unfortunately there is no law against this.

Some Bedding companies also claim to have natural eco memory foam, *plant-based foam* or containing synthetic foam with *natural properties*, like green tea memory foam, Soy and even different herbs like saffron and dandelion oil in them. **In all cases**, petroleum based foam is used, with 2-5% of the petroleum being replaced with soy or natural oil etc, allowing the product to be promoted as "natural" or "eco-friendly".

NO health or comfort benefits are derived from these *eco memory foam mattresses*. Lack of breathability, chemical off-gassing and chemical odours remain **major issues**.

## **Natural Organic Latex**

Natural, organic latex is made from the natural sap of the rubber tree from Southeast Asia. The milky sap is collected from the rubber tree in a method much like maple trees are tapped in the creation of maple syrup, doing no harm to the tree itself. Each step, from refining the raw tree sap to manufacturing the organic latex product is closely monitored, documented and evaluated to ensure it meets the ethical and health standards.

Made from 100% organic latex materials, these mattresses provide a healthier sleep than synthetic latex mattresses (and other types of chemical made mattresses), as they do not emit the off-gassing from harmful chemicals used in the creation and treatment of synthetic foams.

Many Synthetic mattresses may contain chemicals that are both harmful to those breathing in the fumes off-gassed from the finished product, as well as harmful to the earth upon their disposal.

**Natural** Organic latex mattresses, however, are more environmentally friendly in their sourcing and manufacturing, using environmentally responsible sourcing methods and manufacturing processes that emit minimal by-products into the air. Organic latex mattresses are by far the most eco-friendly choice for a new mattress.

Natural latex is recognised for its' therapeutic properties, such as its' ability to provide orthopedic support. It offers optimal posture and lumbar support whilst keeping free of pressure points. This reduces tossing and turning and allows a deeper, more restful sleep. Latex is also hypoallergenic, durable and has thermal qualities. It is porous and therefore breathable, keeping the body cool in summer and warm in winter.

## Natural Latex rubber has a lifespan of 25 - 35 years

Natural latex will feel the same to lie on, from your first night's sleep, to your last on the mattress, up to 35 years later.

To be designated natural latex the entire raw latex polymer (rubber tree sap) must come from within a 200 km distance of the equator. The raw material is shipped around the world to many different companies and countries and is processed using either the Talalay process or the Dunlop process. This means whether it's made in Sri Lanka, New Zealand, Malaysia, Thailand, Belgium, Germany, or Netherlands there is little to no difference in the finished product.

Our Latex is the Arpico brand sourced from Sri Lanka http://www.arpicolatexfoam.com/ Normally 7 zone construction which gives a slightly softer feel than mono zone. Arpico has also been marketed under the Latex Gold brand for over 50 years in Australia.

- It is thoroughly washed piece by piece to achieve optimum cleanliness.
- No perfume / fragrance, masking agent or pigments are used in production.
- Only the natural latex ivory colour and sweet odour are retained in our mattresses.

- In addition, no chemicals are used in the manufacturing processes.
- The health enhancing properties of the products are the result of many years of research in natural latex properties.
- As a lot of people buy our mattresses over the internet all our mattresses come with a 28 day change over guarantee. Please see: <a href="https://electricadjustablebeds.com.au/28-night-comfort-guarantee/">https://electricadjustablebeds.com.au/28-night-comfort-guarantee/</a> for details.

#### 100% Natural?

The ingredients for natural latex rubber are tree sap from the rubber tree. To this approximately 2% ammonia compounds are added. These compounds and any by products are then washed out in the final process giving the mattress its shape. This is the most natural material used in the production of a mattress giving it 100% natural finish.

A latex mattress has a bit more of a bounce or "rebound" in its comfort feel vs the moulding and contouring feel of a memory foam mattress. We can also make with the 2 together as required.

#### **Alternatives**

The alternative to Natural Latex and all chemical made foam mattresses is inner spring. Sometimes sellers will call their mattress Natural latex because it may have as little as a 1inch sheet of latex on top of a spring foundation. This is not a latex mattress! Some people in the scientific community are worried about the long term effects of the Electro Magnetic Field that inner spring mattresses may cause. If worried about this there is a good link to read in Scientific American:

https://blogs.scientificamerican.com/guest-blog/left-sided-cancer-blame-your-bed-and-tv/

Natural latex is heavier than a normal chemical foam mattress and unlike the "Mattress in a box", delivery of natural latex is never compressed so delivery is not as easy.

Latex mattresses normally need airflow so a slat or posture slat base is best. They also work incredibly well with manual and electric adjustable beds which we also make.

#### **Massage Therapy**

Massage Therapy is something we can also add to your natural latex mattress. We have German 8 zone massage units which we can in build into your mattress. Easy to use with timer and can really add to your sleeping pleasure.

Massage is generally considered part of complementary and alternative medicine. It's increasingly being offered along with standard treatment for a wide range of medical conditions and situations. Studies of the benefits of massage demonstrate that it is an effective treatment for reducing stress, pain and muscle tension.

- Anxiety
- Digestive disorders
- Fibromyalgia
- Headaches
- Insomnia related to stress
- Myofascial pain syndrome
- Soft tissue strains or injuries
- Sports injuries
- Temporomandibular

joint pain Beyond the benefits for specific conditions or diseases, some people enjoy massage because it often produces feelings of caring, comfort and connection. Despite its benefits, massage isn't meant as a replacement for regular medical care. Let your doctor know you're trying massage and be sure to follow any standard treatment plans you have.

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