

ALL YOU NEED TO KNOW ABOUT  
**Quality Pillows**



St. Geneve®



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St. Geneve®



*Pillow selection  
is a personal choice*

## The Perfect Pillow

Choosing the right pillow is critical to getting a good night's sleep. You will spend 8 hours a night, 7 days a week, 365 days a year with your pillow. It never gets a holiday, especially when you take your pillow with you when you travel. Choose wisely. Virtually nothing else you own will be used so much and do so much for you.



## The Steps to Good Pillow Selection

- Look for natural fabrics and fills
- Choose the firmness
- Choose the size
- Choose the comfort
- Lastly, choose a quality pillow protector

### Quality Assurance - Downmark®

St.Geneve is an active member of the Down Association of Canada, a non-profit organization devoted to maintaining quality standards for down and feather products in Canada.



## Cleaning and Storage

Always use a pillow protector and pillowcase. Most St. Geneve pillows can be machine washed at home. We recommend washing one at a time in a front loading machine. Please see our website for more information.

When storing your pillows, be aware that down must breathe. Most of St. Geneve natural fill pillows come in cotton twill storage bags. Even if your pillow comes in a plastic bag, never store it in plastic. It was only used to keep the product safe and clean during transit.

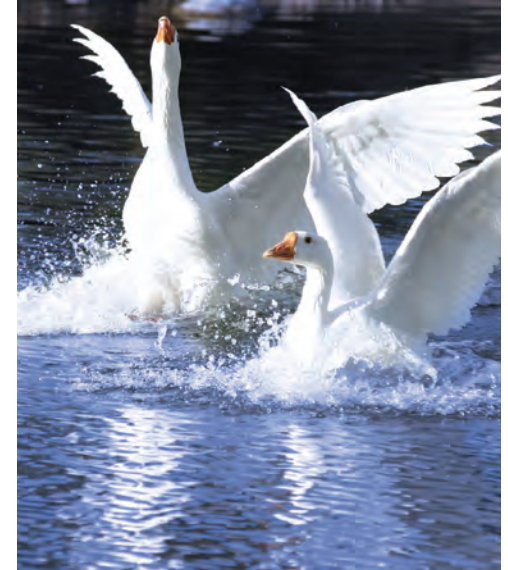


St.Geneve  
Travel Pillow -  
Comfort &  
Convenience  
on the go



## Natural Fills are Best

- Natural fills last many years longer than any other type of fill.
- Contrary to popular myth, natural fills are hypoallergenic. It has been proven by various studies published in the British Medical Journal.
- They are made from renewable resources and are biodegradable at the end of their useful life. Polyesters, foams and other synthetics only last a year or two and remain in landfills for hundreds of years.
- There is nothing more comfortable than a well made down or down / feather pillow.



## Allergies

Only one person in many thousands is allergic to down or feathers. In general people are allergic to dust mites, rather than down itself.

St. Geneve pillow covers are 100% dust mite proof cotton. Our natural fills are processed according to the Zurguard® system, so our pillows are guaranteed hypo-allergenic for up to 3 months after purchase.

St. Geneve offers dust mite proof pillow protectors which continue to keep your pillows fresh and hypo-allergenic for years.



Down Purifying System

## Natural Covers are Best

Good quality cotton is very soft and comfortable to the touch. It absorbs moisture easily and can take up to 20% of its weight in water before it feels damp. It is capable of absorbing up to 65% of its own weight in moisture without dripping.

Cotton breathes and is a good heat conductor. In other words, it draws heat away from your skin to keep you cool and comfortable. It does not cling, as polyester covers tend to.

Like any quality item, with a little extra care, natural covers will reward you with many years of the most luxurious comfort.





*Choose your size, fill and density.*

## 1. Size

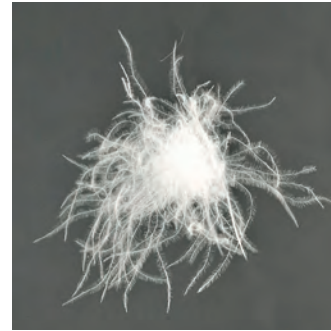
For sleeping we recommend:

Bed	No.	Pillow
Twin	1	Regular 20" x 26"
Double	2	Regular 20" x 26"
Queen	2	Queen 20" x 30"
King	2	King 20" x 36"

For sitting up or dressing the bed:

Bed	No.	Pillow
Twin	1	Euro Square 26" x 26"
Double	2	Euro Square 26" x 26"
Queen	2	Grand Queen 26" x 30"
King	2	Grand King 26" x 36"

## 2. Fill Style



### Down

A good quality down will compress and spring back. Down adjusts well to the shape of the head and neck, while providing superb support. Higher quality down has wonderful compression and resilience, always feels luxurious and with simple care will last for decades.

If you tend to toss and turn, choose a higher quality down; it will adjust better to your changes of position throughout the night.

### Down & Feather

These pillows have less resilience than down filled and are more appropriate for those who prefer a firmer pillow with less puffiness. They are also suitable for those who prefer a second pillow or as Euro cushions.

### Feather

Less resilience is required for decorative pillows and cushions. Small body feathers have a curve and are far superior to flat flight feathers. With care these pillows will last for years.



## 3. Density

The right firmness will provide head support allowing your neck muscles to relax and may even alleviate snoring. It is a myth that a pillow should be chosen according to the sleeping position one prefers. Sleep studies have shown that most people move through many positions during the night. Simply choose what feels right for you, no matter what position you may fall asleep in.

**Soft** Often preferred by those with a petite frame.

**Medium** Medium is appropriate for most people.

**Firm** This density is appropriate for a larger person, to suit their broader shoulders. It is also right for those who simply prefer more support.

NOTE: Any new pillow will lose 10% to 15% of its original puffiness within the first few nights of use. Please be mindful of this when choosing your new pillow.