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owner, THE BACK STORE

# Swedish Pillow Improves Sleep and Posture

Sleep problems are attributed to everything from mattress quality to afternoon caffeine,

but also need a more therapeutic sleep posture. The dual lobe design of a neck pillow supports

to promote anatomically correct posture. The salespeople at The Back Store are professionally trained to assess your sleep needs and properly fit you with the pillow you need for a great night's sleep. The fitting process follows.

for comfort, and provides proper alignment of the head, neck and spine.

The Back Store is dedicated to providing all your sleep and back needs, so that you can live fully and rest peacefully. The Back Store is the only store in Southwest Florida to carry and demonstrate all the Tempur-Pedic Swedish Neck Pillows, is the exclusive dealer of all fifteen Tempur-Pedic mattresses, and the only authorized Tempur-Pedic Medical Dealer in the area. The Back Store has two locations in Naples.

13800 Tamiami Trail North  
(239) 992-5445  
198 Tamiami Trail North  
(239) 659-4560

1. Place the pillow under the client's neck.

2. Give the client a minute or two to adjust to the unique feeling of being supported.

3. Switch the client to the next larger size, asking the question "Which is more comfortable?" while observing the angle.

4. Based on the responses, we continue to switch the pillows until we determine, together with the client, which size is the best

Pillow Selector Chart			Best Fit	
Height	Build Type	Shoulder to Neck	Side Sleeper	Back Sleeper
Under 5'3"	Small-Avg.	Up to 4"	Sm	Sm
Under 5'3"	Avg.-Large	4"-6"	M/Std	Sm
5'4"-5'9"	Small-Avg.	4"-6"	M/Std	Sm
5'4"-5'9"	Avg.-Large	6"-8"	Lg/Qn	M/Std
5'10"-6'	Small-Avg.	6"-8"	Lg/Qn	M/Std
5'10"-6'	Avg.-Large	8"-10"	Lg/Qn	Lg/Qn
6'+	Small-Avg.	8"-10"	XL	Lg/Qn
6'+	Avg.-Large	10"+	XL	Lg/Qn



**How to select your perfect size...**  
Measure the distance from your shoulder to your neck as illustrated above and use this chart to select the proper size of The NeckPillow by Tempur-Pedic for you!

but most people don't realize that the reason they can't get a good night's rest may be lying right underneath their head. When you spend half the night tossing and turning, shifting and turning your pillow into different configurations to support your neck and head, you miss out on important sleep that brings healing and rest to your body and mind.

the curve created by your head, neck and shoulders to properly align your spine, and give you a good night's sleep.

Each person's head has unique dimensions, and so it's no surprise that a pillow of standard thickness and shape does not fit comfortably under most peoples' heads. Most pillows force your head too high or allow it to fall too far back, not only placing stress on your neck, but also inhibiting air flow through your breathing channels. The Swedish Neck Pillow is fitted precisely to a client's head, shoulder and neck measurements to provide the perfect support.

This is only possible by first measuring, and then fitting a client to the proper pillow thickness based on comfort and individual shoulder dimensions,



A Swedish Neck Pillow is recommended for those who not only desire a better night's sleep,

