

HOW INFRARED TECHNOLOGY IS CHANGING THE SLEEP & BEDDING INDUSTRIES

CELLIANT® - Jun 16 2022

A good night's sleep is critical to good physical and mental health. CELLIANT® infrared technology embedded in mattresses, sheets, pillows, duvets, and blankets offer both functional benefits and physiological benefits. Functional benefits are benefits like quick-drying and odor inhibiting capabilities, but, in this context, it's the physiological benefits that we need to focus on.

CELLIANT has been clinically demonstrated to improve local circulation and cell oxygenation which results in a cascade of benefits, many of which promote more restful sleep when infused into top-of-bed textile products and mattress ticking. Let's break down these benefits in detail.

1. Perfect Sleeping Temperature

Some people are 'cold sleepers' and others are 'hot sleepers.' Both types can end up having trouble falling asleep, staying asleep, or getting back to sleep after waking in the middle of the night. Those kinds of sleep disturbances aren't just annoying; they can be emotionally and physically detrimental to sleepers' waking hours.

Good circulation is a key factor in the body's ability to self-regulate temperature. As sleepers' bodies emit heat, CELLIANT sleep products capture that heat and convert it into infrared energy. This infrared energy is reflected back into the body and, as has been mentioned, is clinically demonstrated to increase local circulation. After just a few nights of

sleeping with CELLIANT-powered products, people often report feeling better rested because they haven't been burdened by feeling too hot or cold.

2. Faster Post-Exercise Recovery

It's common for those who work out or exercise regularly to experience a buildup of lactic acid within their muscles. While this is normal, it is one factor that can lead to seriously sore muscles. An aching body can be hard to ignore and lead to trouble relaxing at bedtime. Fortunately, CELLIANT bedding and bioceramic clothing can help your body recover by increasing tissue oxygenation levels. As circulation increases throughout the tissue and muscle, the soreness begins to dissipate. Many brands that cater to athletes, including Tom Brady's bioceramic recovery sleepwear pajama collection, use CELLIANT infrared technology in their sleep products for this reason.

3. Unprecedented Human Energy Recapture

Human beings and other warm-blooded creatures like dogs and cats emit energy as heat, even when they are at rest. CELLIANT-powered bio-responsive textiles are capable of harnessing that energy. The captured energy is automatically converted into infrared energy and re-emitted to the body

Essentially, CELLIANT takes energy that would normally be lost and recycles it to be useful again. It's a proven way to improve cell efficiency effortlessly, responsibly, and sustainably.