

dreamgenii[®]

THE PREGNANCY SUPPORT & FEEDING PILLOW



For a magical night's sleep
during pregnancy

dreamgenii[®]

THE PREGNANCY SUPPORT & FEEDING PILLOW



The dream**genii**[®] was born out of the need for its inventor, Vanessa Blake to get a good night's sleep when she was pregnant with her first baby.

www.dreamgenii.com



Pregnancy Product
of the Year 2007



HEALTH PROFESSIONAL REVIEW
midwivesonline

The dreamgenii® Pregnancy Support & Feeding Pillow continues to accumulate awards, recommendations and positive reviews from midwives, physiotherapists, antenatal teachers and the press – but most tellingly from the many thousands of pregnant women for whom the dreamgenii® has brought that most priceless of all benefits...

“a magical night’s sleep
during pregnancy”

“ I wholeheartedly believe in the overwhelming benefits of the dreamgenii® and have started giving them as gifts to my friends (including midwifery colleagues). Each one of them has commented on how well they can now sleep after using the pillow and how they too plan to give them as gifts to friends or recycle them. I would have no hesitation in recommending the dreamgenii® pillow to friends, clients and midwife colleagues alike.”

Community Midwife

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THE PREGNANCY SUPPORT & FEEDING PILLOW

The dreamgenii® Pregnancy Support & Feeding Pillow is the most superior product of its type in the world, unequalled and unmatched for the delivery of a good night’s sleep for pregnant women.

There would be no such thing as the dreamgenii® Pregnancy Support & Feeding Pillow if in 2005 there had been a product on the market that had the flawless fitness for purpose that the dreamgenii® has; what was required was something to fill the yawning gap in the market: the dreamgenii® which has proved to be a masterpiece of design and innovation, has single handedly filled that gap.

When John Kemp Starley introduced his ‘Safety’ bicycle in 1885 surpassing in effectiveness such devices as the Hobby Horse, the Boneshaker and the Penny Farthing, which all sort of did the job, but were not particularly comfortable or practical for the user; his superior design consigned them all to being obsolete.

Similarly it is more or less academic to compare the dreamgenii® with any other sleeping cushion available before or now; because the dreamgenii® Pregnancy Support & Feeding Pillow is in a class of its own: there is nothing else that comes close in providing the sleeping comfort that a woman needs in pregnancy.

Countless pregnant women who have bought the dreamgenii® Pregnancy Support & Feeding Pillow say “This can only have been designed by a pregnant woman”, and they are of course right: it was!

dreamgenii®

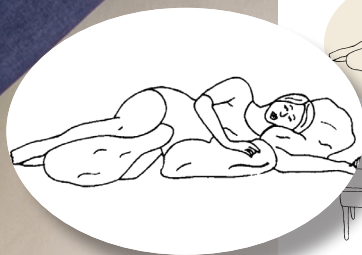
THE PREGNANCY SUPPORT & FEEDING PILLOW

A more (

- Aids restful sleep
- Supports bump back and knees at the same time
- Encourages maximum blood flow to mother and baby whilst asleep
- Encourages baby to adopt the optimal position for birth
- Prevents you from rolling onto your back while you are asleep
- Doubles as a feeding support pillow with an integral back support

NHS Trust literature recommending postures to adopt for optimal foetal positioning.

Postures that may help in the last six weeks of your pregnancy



Watching television can be done sitting astride a chair.

Always try to have your knees lower than your hips



Try using these positions as frequently as possible throughout the day as this may help to keep the baby in an optimal position.



Sometimes baby may remain in a posterior position even after doing these exercises but, your midwife will discuss this in more detail with you.

NHS
NHS Trust

Optimal
Foetal
Positioning

Encouraging your baby to maintain the most favourable position for birth



comfortable pregnancy

“The dreamgenii® support pillow is an excellent design, which seems to have effectively helped many mothers in both achieving restful sleep and as an aid and support during feeding.”

Health Professionals Review 2007

dreamgenii® as a feeding pillow

Apart from the qualities of the dreamgenii® that make it an outstanding pregnancy support pillow; its superiority over ordinary pillows becomes even clearer when you consider its capabilities as a feeding pillow.

The dreamgenii® provides a comfortable and soft cradle for the baby and a supportive seating position for the mother that can alleviate the aches and pains associated with breast or bottle feeding, especially in the early days when you are susceptible to neck and back strain.



When you're pregnant, getting comfortable at night is no easy feat. After all, your back is aching, your legs are cramping, and your belly is threatening to take over the bed. On top of all that, you have the added worry of figuring out which position is the safest for sleeping.

Experts agree that the best and safest sleeping position during pregnancy is 'SOS' (sleep on side) on your left side with your knees bent and a pillow between your legs and under your abdomen.

Other positions, such as sleeping on your back, can cause problems with backache, breathing, your digestive system, hemorrhoids, low blood pressure and decrease in circulation to your heart and your baby. This is a result of your abdomen resting on your intestines and major blood vessels (the aorta and vena cava). Sleeping on your stomach obviously becomes very difficult as pregnancy progresses.

dreamgenii® is uniquely designed to help you achieve that perfect sleeping position without the need for an elaborate balancing act of cushions, pillows or even rolled up towels. Many health professionals agree that the dreamgenii® is the only product available that delivers the solution for the sleeping position that most midwives agree is safer and more comfortable throughout pregnancy.

dreamgenii® really does provide a magical night's sleep as well as the added benefit of doubling as a feeding support pillow. Beyond a comfortable sleeping position, this is the other activity that causes comfort problems for new mothers.

www.dreamgenii.com

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THE PREGNANCY SUPPORT & FEEDING PILLOW

What it does - How it works

The key design features that make dreamgenii® a unique maternity product

1

The left hand support cushion

Supports small of the back when sleeper is on her left hand side (and supports 'bump' when lying on her right side) and helps prevent sleeper rolling onto her back.

2

The quilted panel joining the two halves of the dreamgenii®

Keeps the dreamgenii® in position under the weight of the sleeper, providing additional support under the sleeper's waist. Allows width adjustment.

4

The knee support

Comfortably elevates upper leg reducing pressure on knees, back and 'bump'

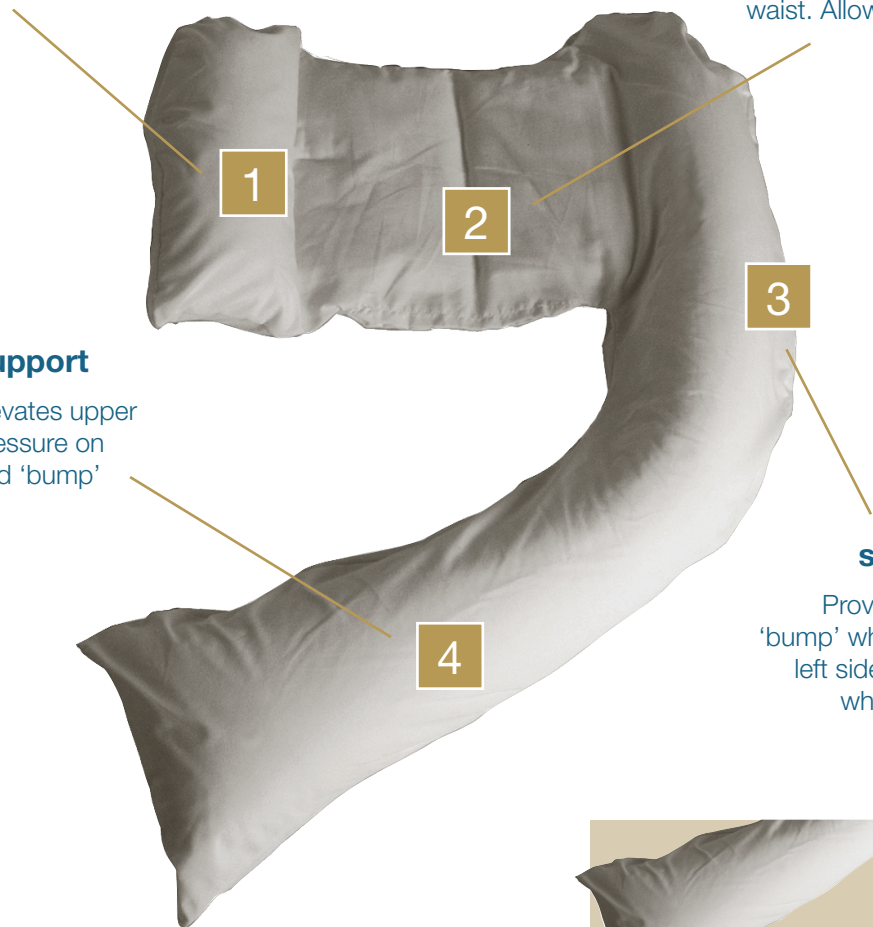
3

The right hand support cushion

Provides vital support for 'bump' when sleeper is on her left side (and small of back when lying on her right)

3

4



Conversion to a feeding pillow

Uniquely designed so that the the dreamgenii® provides the correct support and comfort for feeding.



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THE PREGNANCY SUPPORT & FEEDING PILLOW

Specifications

What the user gets:

- Inner dreamgenii® pregnancy support & feeding pillow complete with white removable fully washable polycotton 'DreamGenii' pillowcase.
- Full washing & care labels on pillow and pillow case.
- Packed in high quality zipped topped all clear UV stabilised 200 micron PVC bag with carrying handle.
- Two sided bar coded full colour label with dreamgenii® graphics on front and full user instructions on rear.

Dimensions:

Unfolded

- Left to right 640mm (back support to bump support)
- Top to bottom – un-extended leg support 650mm
- Top to bottom – leg support fully extended 950mm

Construction:

Pillow: Polycotton 50/50 outer shell

(50% cotton / 50% polyester)

Construction = 76 x 68 30/30

Thread

75s core spun polyester white

Filling

(Meets 1988 safety regulations BS5852/2)

7 Denier non allergenic 64mm Hollow Conjugate

Samyang Polyester Staple Fibre

Centre Panel

Filled with 9oz 'Dacron' (305 gm)

Polyester Wadding

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THE PREGNANCY SUPPORT & FEEDING PILLOW

The Hospital Variant ('DreamGenii' HV)

To allow the dreamgenii® pregnancy support & feeding pillow to be used safely by medical professionals either in or outside of a hospital or nursing environment; the pillow has to be covered by an outer shell that is impervious to penetration to potentially infectious fluids: this requires using a welded waterproof material.

To exhibit the properties of the standard variant letting air in and out of the outer shell (preventing undesirable 'ballooning' where a welded unstitched waterproof cover is used); we have incorporated a 'Breatheband' (Gore Medical Membrane) into the dreamgenii®.

With the 'Breatheband' Medical Membrane the dreamgenii® pregnancy support & feeding pillow will breathe naturally and safely and comply with criteria for infection control.

The dreamgenii® HV can be used with or without the standard 'Original' white polycotton pillow case.

[Technical information for dreamgenii® Pregnancy Support & Feeding Pillow \(Hospital Variant\).](#)

Fabrics

Inner pillow – as standard dreamgenii® pregnancy support & feeding pillow

Outer Shell

'Nytend' – Polyurethane transfer coating on a 'softfeel' weft knitted fabric

General properties:

- Nylon Fabric
- Unembossed
- Matt gloss level
- Coating protected against fungus and bacteria

The breathable vent used in the maternity pillow is the 'Breatheband' (Gore Medical Membrane) an expanded PTFE (polytetrafluoroethylene) membrane which is hydrophobic (resistant to aqueous based liquids).

The main body of the pillow is also resistant to aqueous liquids.

The membrane exhibits very high aerosolised bacterial and viral filtration efficiencies (>99.9999%).

In use, therefore, the outer cover of the maternity pillow is highly resistant to bacteria and virus passing into its interior.

The pillow cover can be wiped down with a sanitising solution/wipe to minimise any cross contamination from one user to another.



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The DreamGenii Pregnancy Support & Feeding Pillow is patented

Patent number: GB2428002 PCT number: WO2007003881A1 © dreamgenii is a Registered Trade Mark