



## **Memory Foam Mattresses Are on the Increase in the UK**

*Traditionally the UK slept on spring mattresses but Ashley Hall discovers that things are changing fast in the UK*

Stockport, United Kingdom, October 24, 2007 --(PR.com)-- Visco-elastic foam better known as “memory foam” is a super comfortable foam that responds to the body's temperature and then perfectly conforms to the body's shape. As the memory foam conforms to the shape of the body, the pressure points that normally develop from sleeping on unforgiving surfaces are significantly reduced.

The body's weight is redistributed so that more of the body is in contact with the sleep surface. Since this conform ability of the memory foam allows every square inch of the body to be supported, the overall skin pressure is reduced by as much as 50%. This decreases pressure points increasing circulation and supporting the spine in a more natural position. Customers report much better sleep, less tossing and turning and waking up feeling refreshed and well rested. At present only 2% of the UK population sleep on memory foam mattresses. These figures are set to change as the benefits become more apparent. This is a view supported by [www.simplysleepmattresses.co.uk](http://www.simplysleepmattresses.co.uk)

Originally developed by NASA for use by the astronauts to provide the perfect amount of support over extended periods of time - particularly during periods of increased G-force, such as lift-off and re-entry - memory foam has ushered in the next generation of superior bedding and comfort technology.

It was such a great success that hospitals began ordering memory foam mattresses for bedridden patients, patients with arthritis, burn patients and others who might require more comfort and support.

It didn't take long for someone to realize how attractive these memory foam mattresses would be to home users. Simply Sleep Mattresses provide a cost effective high quality memory foam mattress available to the UK market.

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