



Simba Pillow - Story Based Email

Subject lines -

- **NASA pillow gives me best sleep in years**
- **You gotta try this NASA pillow...**
- **How astronauts get cosy in deep space**

"Do that one more time and you're sleeping on the couch!"

That's what my long suffering wife Susan yelled after I fiddled with my pillow for the upteenth time that night.

Can't blame her for being mad.

I was a terrible sleeper.

Being unable to sleep for more than a few hours was making both of us tired, grotchy, and stumbling through the day like zombies.

Good news is I found a ['space age' solution to insomnia.](#)





And it doesn't involve choking down dangerous sleeping pills... overpriced supplements... or wearing some weird sleeping device for it to work.

Nope.

The solution I found is a pillow.

That's right, a pillow.

But no ordinary pillow.

A pillow using NASA space technology to help you drift off faster and stay asleep longer.

Sounds too good to be true, right?

Well, after I explain how I found it all will become clear...

Because after Susan finally snapped, I knew I had to fix my awful sleeping habits.

Otherwise I risked being banned from the marital bed for good.

I didn't want that.

But up to that point, I'd tried every sleep remedy I could find.

Chamomile tea.

Bananas.

Meditation.



Hot baths.

Switching the TV off an hour before bed.

You name it I tried it.

Sure, some of these sleep hacks helped me nod off.

But what they *didn't* do is stop me waking up and banging my pillows like an angry gorilla a few hours later.

I was at my wit's end.

Then finally, I made a breakthrough.

I was on a bleary eyed hunt through Google looking for answers when I stumbled upon a research paper by a team of scientists from the Netherlands Institute for Neuroscience.¹

They'd been doing bizarre experiments on people in thermosuits.

And *not* the type of thermosuits scuba divers wear.

Here's a photo of what I mean...

¹ <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3256315/>



Looks strange doesn't it?

And the experiments were even weirder.

Because the scientists wanted to find out if body temperature impacted sleep quality.

So while their human guinea pigs slept, the scientists slowly changed the temperature of their thermosuits while recording their brain waves, heart rate, and how much they moved.

The amazing thing is their hunch was correct!



Over the course of two nights, the scientists discovered the optimal temperature for sleep quality and deep sleep duration is 64 degrees.

Well, after finding out this magical stat, can you guess what I did next?

I setup 3 fans around the bedroom...

jumped into bed...

and said to Susan "*honey, get ready for the best night's sleep of your life!*"

Did it work?

Let me put it this way....

I woke the next morning with a 'Susan elbow' shaped bruise in my ribs and a sore neck after being frog marched to the couch.

But I wasn't about to give up that easily.

I still had plenty of ribs left.

So here's what I did next...

I set up a camera to record my sleep patterns to shed some light on the mystery.

And when I replayed the footage, I can finally say "*case closed!*"

Here's what I saw...

Every few hours I'd wake up and flip over my pillow before drifting off back to sleep.



"Eureka!" I cried.

The problem wasn't the room temperature.

It was my PILLOW.

Because it was making my brain temperature too hot.

Now I was making progress.

What I needed was a way to keep my pillow cool without drenching the bed (and my wife) in melted ice.

So I hopped back on Google.

30 minutes later I found the solution to my insomnia I desperately needed.

It's a pillow straight out of *Star Trek*, and the next generation of pillows compared to the misshapen, scratchy, flattened excuse I was using.

It's called the *Simba Hybrid Pillow*.

And after trying it, I can tell you it truly is the KING of pillows.

Here's why...

The *Simba* uses what's called OUTLAST technology.

OUTLAST is a material used in space suits to keep astronauts at a cosy temperature on their space walks. And is certified as 'Space Technology' by the Space Foundation.



Here's how it works...

OUTLAST features an advanced mesh system.

This mesh system draws in heat from the body and traps it.

Then as the body cools, OUTLAST releases the heat to sustain an optimal body temperature.

When used in a pillow, OUTLAST keeps the surface cool and the head at the optimal temperature for sleep.

And it gets better...

Because the *Simba* is space age in other ways too...



Adjust the firmness and neck for perfect posture - Inside the Simba are hundreds of laser-cut Nanotubes. These Nanotubes can be taken out or added for your preferred cushioning, firmness, and head height.



Ventilation - The Simba's snazzy strip of grey mesh isn't just for futuristic looks. It works in tandem with OUTLAST as a vent to regulate the surface temperature.

Anti-allergy - Dust mites will find the *Simba* a hostile place to explore thanks to its anti-allergy microfibre surface.

Cosiness - Silky-smooth 300 thread count jacquard cotton makes resting your head on the *Simba* like sleeping on a cloud.

Comfort - The *Simba* features luxury duck down (90%) and duck feathers (10%). In other words, it's premium grade cushioning for a better class of sleep.

Sounds amazing doesn't it?

And I can vouch how resting your head on a *Simba* can be transformative to your sleep duration, daytime energy, and all round health.

I've never slept better.

Susan was so impressed with the improvement in my sleeping patterns she got one for herself, and says it's done wonders for her neck pain.

Yet, the benefits of sleeping better on a *Simba* go way beyond a bigger skip in your step.

Because you see, sleep quality is one of the biggest influences on your immunity, risk of illness, and all round health.

Here's what Dr. Louis DePalo from Icahn School of Medicine, New York, has to say: "*Multiple clinical studies have demonstrated that*



people who do not get quality or sufficient sleep are more likely to get sick."²

After reading that, I knew I had to send you this email to let you know about the *Simba*.

I have another reason for emailing you about it too...

Because after I emailed the geniuses who make the *Simba*, to thank them for curing my insomnia (*and saving me from banishment from the marital bed*), they made a generous offer.

They said the first 100 people to invest in a *Simba* pillow with the special code SUSAN will also get a FREE *Simba* bed sheet.

These sheets are made from premium jersey cotton infused with Aloe Vera. This is supposed to soothe your skin while you sleep.

They normally retail for \$45.

But if you order a *Simba* pillow right now you'll get one FREE.

If you're interested, I urge you to order now...

Because this email has been sent to 1,604 people.

Many of those people likely yearn for the rejuvenation 7-8 hours sleep a night offers.

Think of it this way...

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<https://www.reuters.com/article/us-health-sleep-infection/researchers-discover-how-sleep-helps-the-body-fight-germs-idUSKCN1Q12SC>



When you spend a third of your life in bed, don't you think you should get the best quality of sleep possible?

If so, make sure you [click this link lickerty split.](#)

Then place your order with the discount code SUSAN.

Just think, in a few days you could be chucking out your old misshapen pillows and sleeping on a *Simba* for the best night's sleep you've ever had.

[>>>Click here to find out more about the NASA pillow that gave me best sleep in years](#)

Your buddy,

Roy

