

## SLEEP WELL ALL NIGHT

### 7 Ways to Total Comfort



**Watch this SWAN TV spot!**  
**It's creating high demand!**

All-in-One Pillow Provides Therapeutic Support from Your Head, Neck, and Shoulders - All the Way to Your Lower Back, Hips, and Knees.

### OVER \$9 MILLION SPENT IN TV ADVERTISING

#### Contour's SWAN Pillow Is In High Demand

Here are just a few of the networks:



### DEMOGRAPHICS

- 49% of Customers are Male, 51% are Female
- 40% of Customers Buy Additional Units with Their Initial Purchase

#### Age

25%

21.68 of total users

20%

15%

10%

5%

0%

18-24

25-34

35-44

45-54

55-64

65+



## One Pillow Soothes, Supports and Cushions 7 Different Parts of Your Body



**MACHINE WASHABLE**

**CUSHIONS AND SUPPORTS YOUR HEAD IN ANY SLEEP POSITION**

**SUPPORTS YOUR NECK AT THE IDEAL ANGLE TO REDUCE STRESS**

**HYPOALLERGENIC**

**CUSHIONS YOUR KNEES**

**SOOTHES YOUR HIPS**

**SO COMFY & SUPPORTIVE**

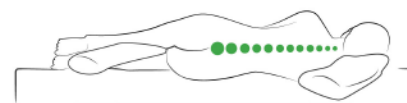
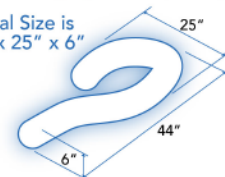
**A GOOD NIGHT'S SLEEP REJUVENATES SORE, ACHING ANKLES & FEET**

**HUGGABLE AREA SOOTHES SHOULDERS & ARMS**

**HELPS ALIGN YOUR SPINE TO SOOTHE SORE BACK & MUSCLE ACHES**

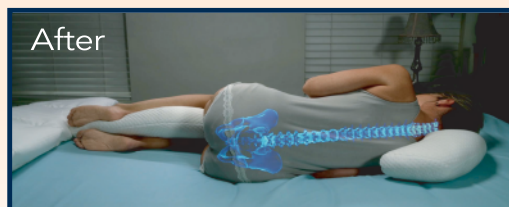
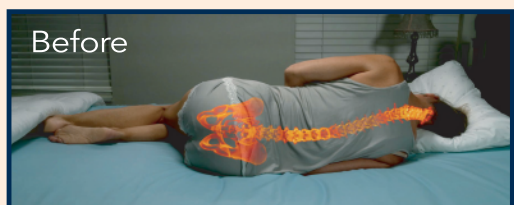
Pillow is Compressed in Package  
Less Packaging & Transport Space!

Actual Size is  
44" x 25" x 6"



**HELPS RESTORE YOUR NATURAL ALIGNMENT FOR A HEALTHIER NIGHT'S SLEEP**

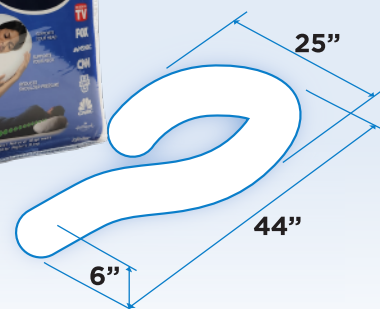
## HELPS RESTORE YOUR NATURAL ALIGNMENT FOR A HEALTHIER NIGHT'S SLEEP



## Compressed To Save Shelf Space Eye-catching, Informative Package



Actual Size is  
44" x 25" x 6"



DME/HME Division  
855-240-3301  
sales@contourhealth.com

[www.contourproducts.com](http://www.contourproducts.com)

Retail Division  
800-692-6686  
sales@contourhealth.com



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U.S. Patent: D768,409; Other U.S. and foreign patents pending.