

PRESS RELEASE



John Cotton launches NEW Anti-Allergy range Purest

Europe's largest filled bedding manufacturer, John Cotton, launches a brand new range of British Allergy Foundation endorsed anti-allergy filled bedding without the need for chemical treatments.

The new range of pillows and duvets, called Purest, offers the allergy sufferer chemical free protection with a unique natural barrier that prevents house dust mites from entering the bedding.

How does the '**Natural Barrier**' work?

Research from Wythenshawe hospital at has proven that fabrics that are very densely woven with a particular thread pattern will, by their very nature, act as a barrier to house dust mites – the most commonly found allergen that both aggravates, and can trigger, asthma and allergies. The Purest cover is made using a tightly woven cotton twill that **naturally safeguards** the soft hollowfibre filling.

Standard anti-allergy products often need a chemical treatment, either on the fabric cover, or on the filling itself in order to protect the user. Purest offers **chemical free protection** so there is no need for additional chemicals on the filling or fabric, the bespoke twill cover ensures that you are **naturally protected**.

Sales and Marketing Director, Phil Atherton, says of the launch of Purest:

"The Purest range is a great natural alternative to chemically treated anti-allergy products. The natural cotton barrier prevents dust mites from entering the bedding who usually survive by feeding on the fungus that grows on the microscopic dead skin flakes that we shed every day. It is the dust mite faeces that can trigger allergic reactions and asthma in humans. The best way to protect yourself is to dramatically reduce their numbers by using effective anti-allergy bedding and by regularly washing bedding at 60 degrees – the temperature that kills the dust mite."

The BAF endorsed range of Purest range of pillows and duvets is available from Argos with prices starting at £6.99 for a pillow.



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