



## **SIMMONS (SOUTHEAST ASIA) PTE LTD**

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### **SLEEP TO BETTER HEALTH & PEAK PERFORMANCE**

*A community Project By Simmons To Educate Singaporeans On The Importance Of Sleep And Good Sleep Habits*

**SINGAPORE, September 16, 2001**

Since the invention of the light bulb by Thomas Edison, we have steadily decreased our hours of sleep. Today, with the proliferation of modern technology like the Internet and as our pace of living increases, the quantity and quality of our sleep is often compromised.

To educate Singaporeans on the importance of sleep and to increase our awareness of the issues surrounding common sleep disorders and their remedies, Simmons (Southeast Asia) Pte Ltd, has furthered its mission to promote *Better Sleep Through Science™* through the public forum, ***Sleep To Better Health***.

Presented by Mount Elizabeth Hospital and supported by Simmons (Southeast Asia), the public forum is part of a continuous effort by both the medical professionals in sleep-related fields and Simmons to promote sleep education in Singapore.

"Sleep deprivation not only results in poor productivity and work performance, but more importantly, it is a health hazard. With prolonged periods of sleep deprivation, a person will be prone to moodiness, restlessness and viral infection as a result of a weaker immune system. Thus, it is essential for us to stress the importance of quality sleep and to have doctors educate the public on appropriate sleep hygiene to encourage quality sleep," said Mr Michael Koo, Managing Director of Simmons (Southeast Asia) Pte Ltd.

"As a brand leader, Simmons continually stresses that sleep is not just important, it is a necessity that is vital for high productivity. We believe that how well you sleep determines how well you live. Hence, Simmons has taken a proactive step to address the needs of our community and is proud to be part of this cause to help Singaporeans achieve better health and peak performance in the long run. As we continue to grow, we hope to contribute more back to our community through more such initiatives," continued Mr Koo.

Besides sleep deprivation, two common sleep disorders – Obstructive Sleep Apnea (OSA) and Insomnia – have plagued and caused hazards to the lives of many Singaporeans and their families. In Singapore, serious sufferers of OSA may also experience marital breakdown and family discord on top of work pressure due to poor work performance as a result of daytime sleepiness. For insomniac patients, reliance on sleeping pills remains the key problem to medical professionals here.

To cope with the problem and to promote sleep medicine in Singapore, the Mount Elizabeth Sleep Centre was recently set up by a team of specialists for the diagnosis and treatment of sleep-related disorders. It offers a state-of-the-art, fully computerised sleep laboratory, for the diagnosis and treatment of a wide spectrum of sleep disorders. A panel of specialists including respiratory physicians, psychiatrists, neurologists and otorhinolaryngology surgeons provide the medical expertise, with the assistance of highly skilled sleep technicians.

"With increasing public awareness, more Singaporeans now know that they are suffering from a medical condition and have come forward to seek medical help. With sound advice on lifestyle changes and appropriate medical treatment, many Singaporeans have in turn made tremendous improvements to their work and personal lives. Thus, it is important to organise



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public forums to continually provide public education on the much neglected area of sleep," added Mr Koo.

In the public forum, ***Sleep to Better Health***, four doctors of multiple disciplines from Mount Elizabeth Hospital and the Institute of Mental Health will address issues surrounding sleep deprivation, Insomnia and OSA.

The doctors and their topics are:

- Dr Ng Beng Yeong, Consultant Psychiatrist from the Institute of Mental Health, on coping with sleep deprivation in Life In The Fast Lane - Too Little Sleep, Too Much Work;
- Dr Tan Chue Tin, Consultant Psychiatrist, Mount Elizabeth Hospital, on Insomnia in Waking Up To The Reasons Behind Insomnia;
- Dr Adrian Tan, Consultant Neurologist, Mount Elizabeth Hospital, on OSA and daytime sleepiness in Working At Staying Awake and;
- Dr Cheong Tuck Hong, Respiratory Consultant, Mount Elizabeth Hospital, on OSA and treatment in Thunder In The Bedroom - Why Loud Snoring Does Not Equal 'Sound' Sleep.

Established in 1870, Simmons is the world's leading manufacturer of mattresses and bedding products with a presence in more than 32 countries spanning the United States of America (USA), Europe and Asia. Renowned for its relentless pursuit for technological advancements and product innovations, the Company is the maker of signature products like the Beautyrest® and BackCare® mattresses that have strong presence in both the consumer and institutional markets.

Through its new Better Sleep Through Science™ programme, Simmons also aims to work continually with medical and industry experts to highlight the importance of quality sleep and to innovate relentlessly for breakthrough bed products to deliver better sleep.

Presently, Simmons has its headquarters in Atlanta, Georgia, USA. Simmons (Southeast Asia) Pte Ltd, the regional headquarters for Southeast Asia, Hong Kong and Taiwan, is based in Singapore.

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