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Mediflow® Waterbase® Pillow by Mediflow LLC

The Mediflow Waterbase Pillow offers your customers a unique, clinically-proven cervical support pillow that can be customized to fit each user perfectly. The pillow's quality, reputation and affordable price-point have made it the number one selling pillow on Amazon.com.

President & CEO: Maurice Bard

Founded: 1994

Employees: <30

Toll-free Phone: (800) 308-3069

Phone: (908) 273-7500

Fax: (908) 273-7576

Address: 57 Union Place, Ste 201,
Summit, NJ 07901

Website: www.mediflow.com



Company Background

The Mediflow pillow was developed in 1994 by Maurice Bard, Chief Executive Officer, Mediflow Inc., after he suffered a whiplash injury. In an effort to alleviate his pain, his experimentation with pillows led to the prototype for the Mediflow pillow, the only cervical pillow with peer-reviewed published clinical proof of effectiveness. The Mediflow Waterbase pillow has earned a superior reputation in the health care community for its innovation and clinically proven results. In 2006, after many years of successful growth in the medical market, Mediflow decided to offer the Waterbase pillow to the American online retail market for the first time. Since its introduction, over 4 million pillows have been sold.

Product Overview

The Mediflow® Waterbase® water pillow is the only therapeutic pillow clinically shown in a published, peer-reviewed Johns Hopkins University study, to improve quality of sleep and reduce neck pain.

Most people choose their pillows according to what feels comfortable. However, in order to maintain sleep and specifically a deeper, more rejuvenating sleep, a pillow must also provide support for the neck as you change positions during the night. For conventional pillows, these two requirements are in conflict. A soft pillow will not provide the support needed for the neck and shoulders and a firm pillow is typically unpleasant, making sleep difficult to attain.

The Mediflow pillow offers a customizable solution.

The top layer of the Mediflow pillow is a plump layer of hypoallergenic polyester that feels soft and cloudlike when you lay your head on it. This deluxe Dacron® Hollofil® polyester fiber has a special siliconized finish to keep it lofty and resistant to lumping up.

The truly unique feature that sets the Mediflow pillow apart from other pillows is its waterbase. The water level in the base can be adjusted by the user to provide a customized level of support. By simply adding or removing water, the user can adjust the support level to soft, medium, or firm.

Once the waterbase is adjusted to the optimum level, the Mediflow system is ready to support the neck and spine by actually adjusting as the user sleeps. The user sleeps on the cloudlike polyester with the non-compressible Waterbase® indiscernibly shifting to maintain the support needed for cervical region and cradle the head. Even as the user moves during sleep the waterbase responds to head movement greatly reducing the number of times the user wakes to adjust the pillow.

Features & Benefits

- Clinically shown to reduce neck pain and intensity
- Easy-to-fill water pouch adjusts to desired level of firmness and support
- Waterbase automatically responds to head movement and maintains cervical support, so users wake less often
- Top layer is soft hypoallergenic polyester filling and pillow cover is 100% cotton
- Machine wash & dry
- 20" x 28" Jumbo size fits standard or queen cases

■ Marketing Tools:

- 6-pillow color display box
- 8-pillow metal display rack
- 6-pillow holiday display box
- Bilingual brochures

Testimonials

"I honestly did not think your pillow would be that much different from my much loved down pillow but I was so wrong! I have been able to sleep all through the night without waking up and the pain I used to feel in my right upper arm every night has gone. I think it was there because my neck was not supported right. The Mediflow pillow supports my head and neck so comfortably. Thanks for the pillow!!!"

— Marsha Boam

Read more customer testimonials here:

www.mediflow.com/recommendations.aspx

Ordering Information

Available through Cardinal Health, AmerisourceBergen, McKesson Canada or contact Mediflow at (800) 308-3069 for a complete list of distributors.