

WAKING<sup>®</sup>  
BEAUTY

## Why it works

Shula Rich BA MSc



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Our founder, Shula Rich, has spent years researching the science of sleep and of skin health. She has scoured scientific journals, poured over medical magazines, read daily science articles and asked lots of questions in search of the best information on medical aesthetics.

The result of this meticulous research is our Waking Beauty® Sleep System, inspired by Shula's mother, Milly, and founded on behavioural data. It's the perfect synergy of creative passion and rigorous standards.

Here's why our Sleep System works to prevent sleep wrinkles.

## How do wrinkles form?

Human skin needs two substances to remain healthy and looking good. One, **elastin**, gives skin its flexibility and strength. Exposure to UVA and UVB rays from sunlight can damage elastin, making our skin more prone to lines and wrinkles.

The other substance is **collagen**, a protein that strengthens skin elasticity. Again, sun damage reduces the elasticity in our skin, resulting in changes in pigmentation and sagging.

(Dr. Perricone MD, Fighting Wrinkle Formation Safely & Effectively)

Both substances are said to be produced in diminishing amounts as we age.

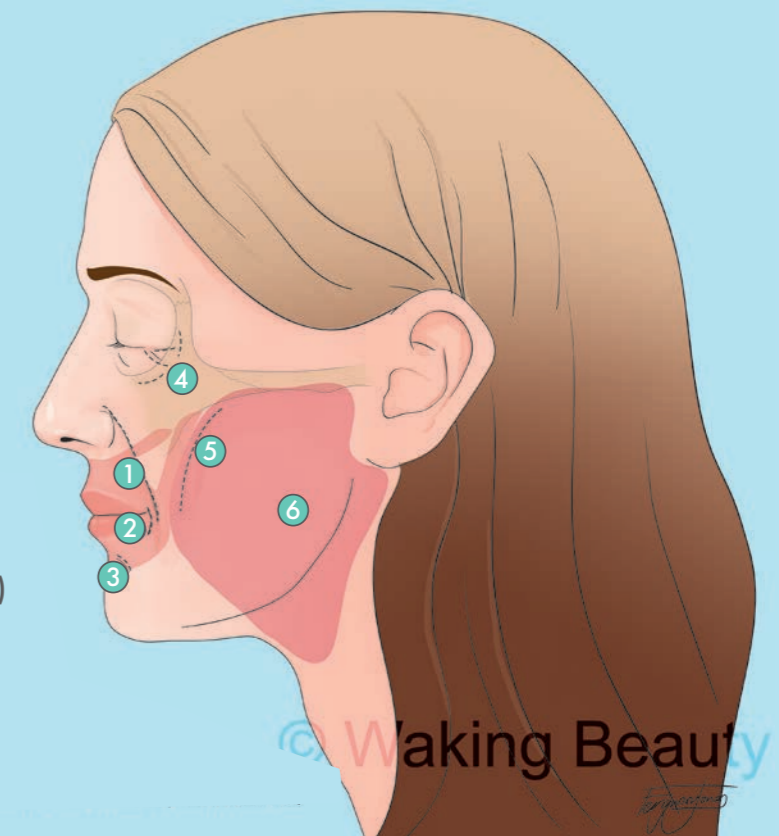
Wrinkles are 'multiple, partial thickness, multidirectional elevations or depressions in the skin'. They are caused not only by intrinsic changes, but also extrinsic factors - sun damage, facial expressions and sleep position.

'Our environment and lifestyle choices can cause our skin to age prematurely...

By taking some preventive actions we can slow the effects that this type of aging has on our skin' (Academy of American Dermatology).<sup>1</sup>



- 1 Nasolabial folds
- 2 Melolabial folds (Marionette lines)
- 3 Mental crease
- 4 Periorbital areas
- 5 Cheek lines
- 6 Superficial muscular aponeurotic system (SMAS)



## What are sleep wrinkles?

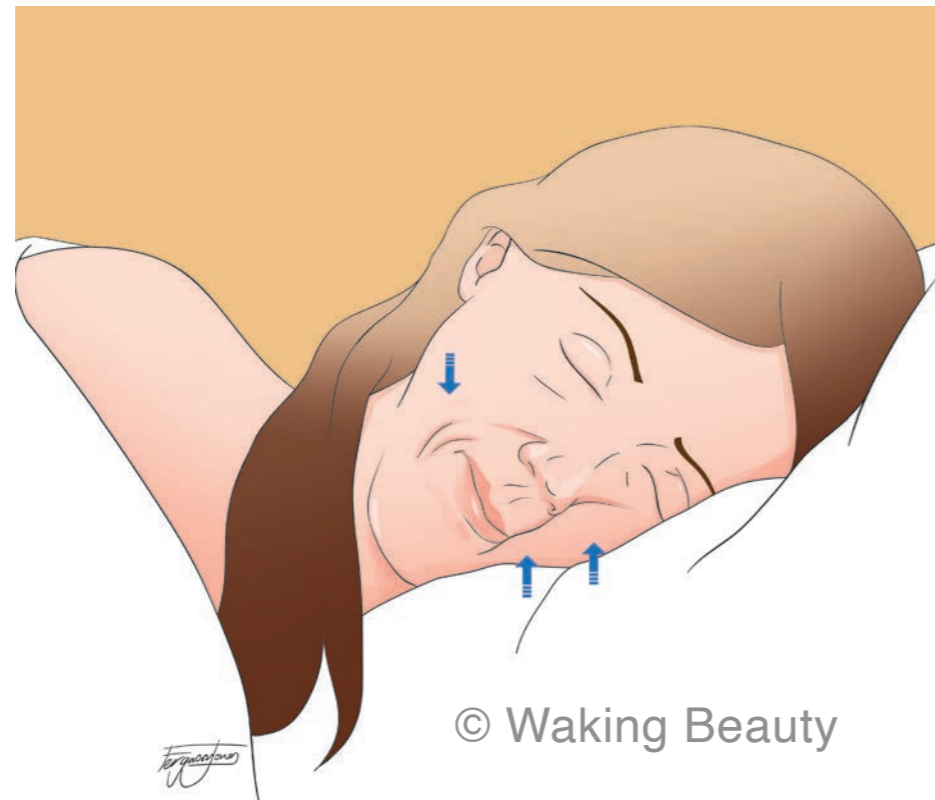
When we sleep our faces can become contorted by pressure. This creates compression lines and creases that can, over time, become permanent.

A study published in 2012 observed 'various facial deformities and wrinkles during sleep ('crow's feet' fine lines, lines around the mouth, flattening of the forehead, blunting of the nasofrontal angle, melolabial and nasolabial folds)'.<sup>2</sup>

The American Academy of Dermatology<sup>3</sup> has also noted that certain sleep positions can cause lines to form that develop into wrinkles that don't disappear on waking.<sup>3</sup>

### Researchers have noted:

*'These lines are sometimes single and there are sometimes 2-3 parallel lines generally in the same area of the face, such as the lateral, orbital, temporal, frontal, and buccal regions. After detailed evaluation, we concluded that these oblique or horizontal wrinkles were caused by the position in which they slept. All of them slept prone, with their faces buried in the pillow, which over many years has caused wrinkling of the skin. We think therefore that sleeping position should be considered as an aetiological factor in the formation of wrinkles.'*<sup>4</sup>



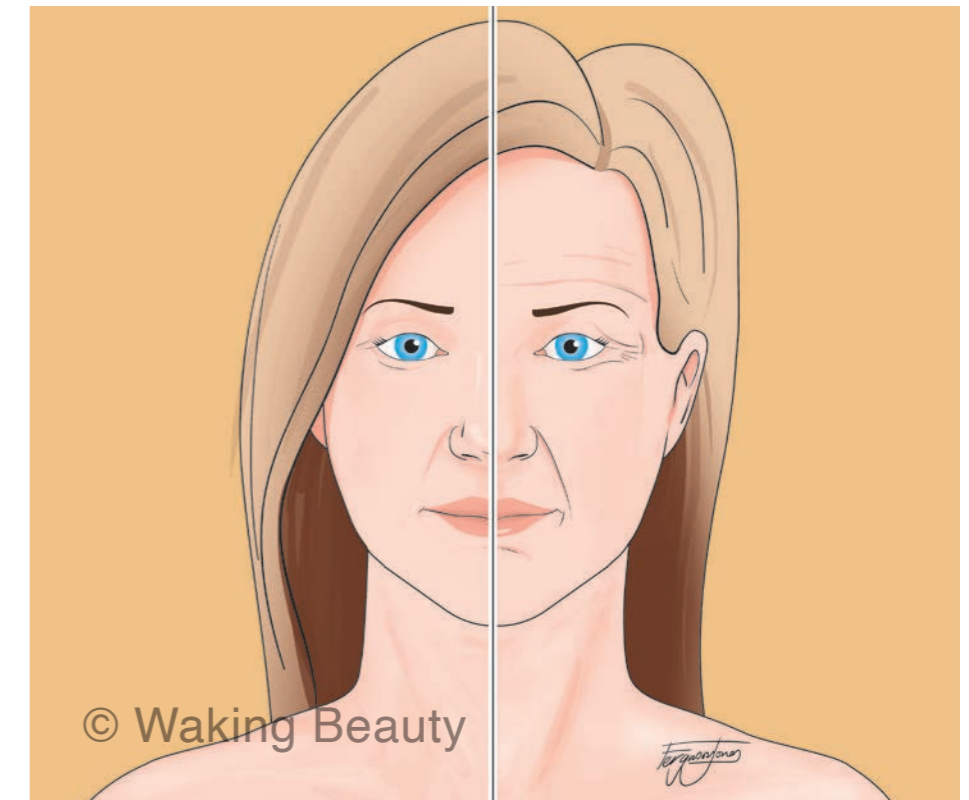
## Why does sleeping on your back prevent sleep wrinkles?

A groundbreaking study in 1987 by Dr Sam Stegman<sup>5</sup> discovered a causal connection between side- and front-sleeping and facial sleep creases. His research was backed up by a later study by Dr James Fulton and Dr Farnaz Gaminchi<sup>6</sup>, which again found a link between how we sleep and how wrinkles form on our faces.

Fulton and Gaminchi concluded that: 'There is a correlation between the location of the underlying SMAS [superficial musculoaponeurotic system] or aberrant scar tissue and sleep lines. To effectively treat these lines, the sleeping position must be altered...'

*Cosmopolitan* explained how sleeping on our side or front can cause sleep wrinkles:

'Dr Murad says, "the American Academy of Dermatology supports the idea that sleeping in certain positions will increase and cause wrinkles". Sleeping face down on your pillow or on side can cause lines to form, while sleeping on your back can prevent the formation of wrinkles. "The reason for this has to do with repetitive motion leading to wrinkles over time and gravity," he explains.'





## Why does the Waking Beauty Sleep System work to prevent sleep wrinkles?

A piece published by the *Independent* newspaper (2018) says "So, what is the best way to catch your 40 wrinkles? Well despite only eight per cent of us doing so, various studies and experts praise the virtues of people sleeping on their backs. This, they say, is because it allows your head, neck and spine to maintain a neutral position, specifically making it a great option for anyone suffering from pain in those areas." <sup>7</sup>

In his book, *Younger* (2104), Harold Lancer MD<sup>8</sup> writes:

*'If you sleep on your side every night, your cheek, jawline and neck are pushed against the pillow. Your skin could be folded or creased for*

The five Elements of our layered Sleep System offer optimum comfort, helping to keep you in the ideal position for great skin and a supple spine. We use Southdown sheep wool for the filling, selected for its springiness. You can adjust the amount to achieve the perfect level of firmness.

Our Sleep System is crafted with natural, sustainable materials. Shula explains:

*several hours a night. Over the years, those folds become etched into your skin to form sleep lines. Sleeping in the fetal position not only affects your face but could make your décolletage crepey. A facedown position may cause wrinkles in your forehead. Sleeping on your back is the best way to go. There is no pressure on your face, and you breathe more oxygen.'*

We have shown here that sleeping on our backs can help prevent sleep wrinkles. Back-sleeping may not be your usual sleep position. Which is why Waking Beauty® will support you in having a comfortable night's sleep, whether you are accustomed to sleeping on your back or not.

*'I attend major fabric exhibitions and sample many fabrics, looking at what they offer in terms of softness, skin protection and temperature regulation. When the samples arrive we test them in independent laboratories. We test, in particular, for heat transmission.'*

Known as 'thermal comfort', body temperature has a significant effect on the quality of sleep. The Waking Beauty System can help you achieve what's known as the 'thermoneutral zone', where your body feels neither too hot nor too cold.

As Usha Amrit describes in her paper *Bedding Textiles and Their Influence on Thermal Comfort and Sleep* (2007)<sup>9</sup>, this thermoneutral zone affects how well we sleep:

'The thermoregulation of the body is less active during sleep than in waking state... Changes in the ambient temperature have been observed to induce sleep structure modifications, specifically as regards the duration of REM and SWS durations (Rapid eye movement and Slow wave sleep respectively). Muzat et al.<sup>6</sup> states that moving away from the thermoneutral zone increases the number and duration of wakefulness.'

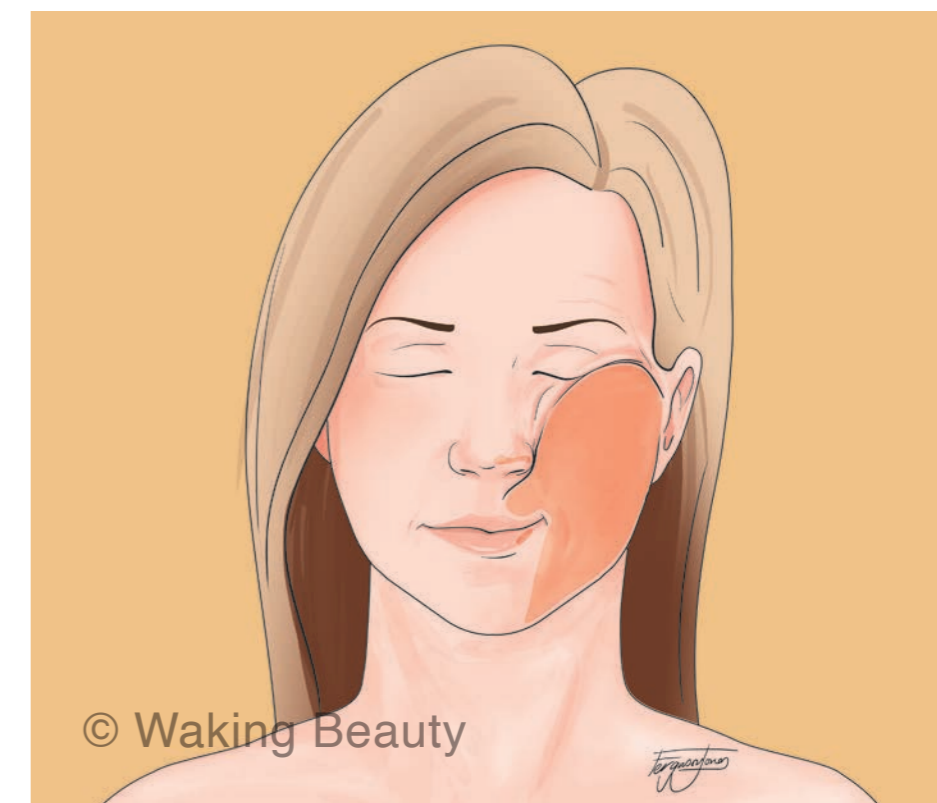
In other words, a balanced temperature helps us sleep more deeply. Wool contributes to this balance.

Natural, breathable bedding textiles will help your body stay comfortable, wicking away moisture and helping you relax into a deeper sleep. Which is why we insist on using only the best natural fabrics for our Sleep System.

And it's not only your body that benefits. We offer silk that comes from a cruelty-free source in India, and the sheep who provide our wool are ethically reared and shorn using traditional methods. Even our packaging is sustainably sourced. So you can sleep in peace, knowing that you are supporting our planet as well as your body.

### References:

- 1 – Academy of American Dermatology
- 2 – Journal of Cosmetic and Laser Therapy (2012; Early Online: 1-6
- 3 – American Academy of Dermatology
- 4 – Journal of Plastic and Reconstructive Surgery and Hand Surgery, 2004; Vol 38, No.4
- 5 – 1987 by Dr Sam Stegman
- 6 – Dr James Fulton and Dr Farnaz Gaminchi
- 7 – Independent - Sarah Young 5th April 2018
- 8 – *Younger* (2104), Harold Lancer MD
- 9 – *Bedding Textiles and Their Influence on Thermal Comfort and Sleep* (2007)





WAKING<sup>®</sup>  
BEAUTY

**Waking Beauty<sup>®</sup> Sleep System**

Handmade in the UK  
from the finest materials

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Waking Beauty<sup>®</sup> Registered Designs

**EU** **USA** **CN** **JA**

International Patents Granted

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Sustainable ∪ Ethical ∪ Recyclable

**[www.wakingbeauty.co.uk](http://www.wakingbeauty.co.uk)**