



**MEDIA KIT**  
**June 2013**



## FACT SHEET

JuveRest® The Sleep Wrinkle Pillow, a product of JuveRest LLC, is the new definition of beauty sleep.

- **Multi-patented design helps prevent and reduce sleep wrinkles caused by recurring facial compression from pillow contact during sleep.**
- **Engineered to provide true support of the head and neck in back and side sleeping positions, providing for comfortable sleep while minimizing facial contact.**
- **Invented by a leading plastic surgeon, Goesel Anson, MD, FACS.**

**SLEEP WRINKLES:** Many people don't realize there are two main types of wrinkles on their faces—**Expression Wrinkles and Sleep Wrinkles.** Expression wrinkles are the ones we usually think of and are caused by repeated facial expressions (frown lines, crow's feet, smile lines). Sleep wrinkles are different and are caused by repeated distortion of the face from compression against the pillow surface, night after night. When the face is pressed against a pillow in side or stomach sleeping, facial distortion will result. The only way to prevent sleep wrinkles is to avoid sleeping on your face. However, sleep patterns are habitual and can be difficult to change.

**DR. GOESEL ANSON:** Nationally recognized for her expertise in aesthetic plastic surgery of the face, Dr. Anson sees wrinkles every day in her practice. While most expression wrinkles cannot be avoided, sleep wrinkles can. Dr. Anson was determined to provide her patients with a non-invasive answer for reducing and inhibiting sleep wrinkles. The JuveRest LLC team spent more than five years with engineers, scientists and specialized bedding manufacturers to design and create the JuveRest pillow.

**ARCHITECTURE AND DESIGN:** The design challenge for JuveRest was significant: how do you create a comfortable pillow which offers true support while minimizing facial contact, despite constantly changing sleep positions throughout the night? The answer is JuveRest® The Sleep Wrinkle Pillow, scientifically developed with painstaking attention to detail. Unlike other pillows on the market, JuveRest is specifically designed to provide the support necessary for comfortable back *and* side sleep while minimizing facial compression in both positions. The three-panel structure provides back and side sleeping surfaces which minimize contact between your face and the pillow. The central panel includes variable contours to support the head and neck in a neutral, relaxed position. The two symmetrical side panels are raised, slope upward and include a stair-stepped recess to reduce facial contact while you rest on either side. The sculpted shoulder arch cradles the shoulder while ensuring proper alignment of the head, neck and back. In total, JuveRest has over a dozen unique features that work to prevent your face from compression on any surface.

**PATENTS:** JuveRest® The Sleep Wrinkle Pillow has been awarded US utility and design patents as well as many foreign patents, including the European Union countries and Asia.

**MATERIALS:** JuveRest is soft and flexible to the touch and is molded from high-quality, resilient open-cell polyurethane foam. JuveRest comes with a luxury washable, fitted stretch-velour cover. The pillow can be additionally covered with any standard queen or king-size pillow case or sham.

**DIMENSIONS:** 25" long by 12" wide by 6" high

For more information, visit [www.juverest.com](http://www.juverest.com) or call (855) 588-3737.



## SLEEP WRINKLES 101

**WHAT ARE SLEEP WRINKLES:** Most people don't realize that there are two main types of facial wrinkles. Expression wrinkles are the ones that usually come to mind, and are caused by repeated facial expressions. Sleep wrinkles, the other type, are distinctly different from expression wrinkles and are caused by repeated distortion of the face from pillow contact during sleep.

**EXPRESSION WRINKLES:** Contraction of facial muscles results in recognizable expressions and creates expression lines such as smile lines, crow's feet, and frown lines. In a young face, expression lines disappear when that person is no longer making that expression. With age, skin loses elasticity, laxity of the skin increases, and lines become folds. Skin aging combined with constant repetition, causes expression wrinkles to eventually become permanent. The cause of expression wrinkles is dynamic, due to actual movement of the muscles of facial expression. That's why Botox<sup>®</sup> works on expression lines - it weakens the muscle that causes the wrinkle.

**SLEEP WRINKLES:** Sleep wrinkles occur when the face is compressed against a pillow or bed surface. Distortion results from shear and compression forces acting on the delicate facial skin. Sleep wrinkles occur in predictable locations because of fixed anchor points that hold the skin to bone. The mechanical forces from contact with the pillow cause the skin to be stretched, pushed and pulled around these anchor points and create sleep wrinkles. These forces are mechanical, and non-dynamic, so muscle immobilizers, such as Botox<sup>®</sup> are ineffective for sleep wrinkles. On a young face, sleep wrinkles disappear immediately on awakening. As we age, just as with active expression wrinkles, sleep wrinkles become permanent from constant repetition of compression, increased skin laxity and decreased elasticity.

**SLEEP POSITIONS:** The American Academy of Dermatology recognizes that sleeping on your side or stomach, with your face pressed against a surface, creates forehead, cheek and chin wrinkles. On average, people spend 60% of sleep time on their sides, 7% on their stomach and only 33% on their back. We unconsciously shift position constantly during the night—20 times on average. Since we spend about a third of our lives sleeping, and we know that the most common sleep positions can create wrinkles, the importance of optimizing our sleep positions to minimize facial compression becomes clear.

**PREVENTION:** The only way effective way to reduce or inhibit sleep wrinkle development is to avoid facial contact with your pillow. If your face compresses against any bedding surface while you sleep, you're likely to develop sleep wrinkles over time. Back sleeping is ideal for your face but it can worsen some medical problems (snoring, sleep apnea, back pain) and it can be difficult to stay on your back throughout the night. The best alternative is to minimize contact between your face and your pillow in any sleep position. JuvErEst<sup>®</sup> The Sleep Wrinkle pillow is designed to minimize facial compression in both back and side sleeping positions and to inhibit rotation to stomach sleeping.



**GOESEL ANSON, M.D., F.A.C.S.**  
**Inventor, JuveRest® The Sleep Wrinkle Pillow**  
**Managing Member, JuveRest LLC**

Nationally recognized for her expertise in aesthetic plastic surgery of the face, Dr. Goesel Anson is board certified by the American Board of Plastic Surgery and the American Board of Surgery. Dr. Anson has been consistently listed as one of the Best Doctors in America and as a Top Doctor, regionally. She is often called upon for expert commentary by such national media outlets as The Discovery Channel, The Learning Channel, SKY TV, *New Beauty* and many others.

Dr. Anson graduated from the University of Illinois School of Medicine where she was inducted into Alpha Omega Alpha (AOA) medical honor society and received the Warren Cole Scholar Award. She completed a general surgery residency at the University of Illinois and Cook County Hospital and went on to train in plastic and reconstructive surgery at New York University, regarded as the premier institution for plastic surgery training. After completing a fellowship in Microsurgery at NYU, Dr. Anson joined the teaching faculty at the University of New Mexico, and since 1996, has been in clinical practice in Las Vegas, Nevada.

The founding partner of one of the busiest practices in the country, Dr. Anson has an impressive patient roster. In addition to extensive experience in plastic surgery of the face, Allergan, Inc. (maker of Botox® and Juvederm®) ranks Dr. Anson's practice among the top 1% in the US for non-invasive rejuvenation treatments.





## **CYNTHIA CALLENDAR, ESQ.**

### **Co-Founder and Managing Member, JuveRest LLC**

A practicing attorney with 25 years of business experience, Cynthia Callendar is an entrepreneur with a long track record of success in a variety of business endeavors from beauty products to real estate. Ms. Callendar has direct experience in bringing a brand new product to market as the owner of the best-selling Sleep Master<sup>®</sup> sleep mask, a product she co-developed and launched nationally. Featured on such media outlets as *The Today Show*, *Men's Health* and *SmarterTravel.com*, the Sleep Master is a wrap-around, adjustable sleep mask with built in sound muffling, and, like JuveRest<sup>®</sup> The Sleep Wrinkle Pillow, features a multi-patented design.

Over the course of her career, Ms. Callendar has developed real estate, held upper management positions and served as a consultant for large businesses, produced motion pictures and served on the board of non-profit organizations. She also structured deals to open a variety of businesses including retail stores.

Ms. Callendar was awarded the Joseph B. Abdenour scholarship and several others at the University of Nevada Las Vegas where she received a Bachelor of Science with high distinction in accounting. She graduated cum laude from Pepperdine University School of Law and practiced law in Rhode Island and Washington, D.C. before moving to Las Vegas, Nevada, where she currently resides.





## **MEDIA AND PRODUCT CONTACTS**

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