



Do you, or someone you love, suffer from Zombieitis? It is a growing epidemic in America that often goes untreated and worsens over time.

## SYMPTOMS

### Symptoms of Zombieitis include:

- Dark, Swollen Eyes
- Irritability
- Depression
- High Blood Pressure
- Anxiety
- Malaise
- Dry Skin
- Headaches
- Rashes
- Lowered Brain Function
- Pale Complexion
- Unkempt Appearance
- Mumbling or Moaning
- Drooling
- Lumbering Walk

## CAUSES

**Zombieitis is caused by many things, including:**

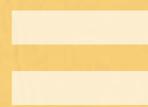
- Bad Mattress
- Excessive Stress or Anxiety
- Insomnia
- Physical Pain
- Technology
- Caffeine
- Overeating
- Suppressed Anger

## CURE

**The cure for Zombieitis is simple!**



**Sleep  
Quality  
Mattress**



**CURE**

For more information and support, please visit [www.BetterSleep.org](http://www.BetterSleep.org).

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# JOIN THE CAUSE



To learn more about the campaign,  
visit [www.bettersleep.org](http://www.bettersleep.org).

For up-to-the-minute news on campaign activities,  
please visit the following social media channels:



[facebook.com/StopZombieitis](https://facebook.com/StopZombieitis)



[twitter.com/StopZombieitis](https://twitter.com/StopZombieitis)



[youtube.com/user/StopZombieitis](https://youtube.com/user/StopZombieitis)

# ZOMBIEITIS: THE FACTS

## CAUSES

17 percent of Americans say they only get 5 hours of sleep Monday through Friday.

Sleep Wise, Money Wise: Sleep and Work Productivity. The Better Sleep Council.

## RISKS

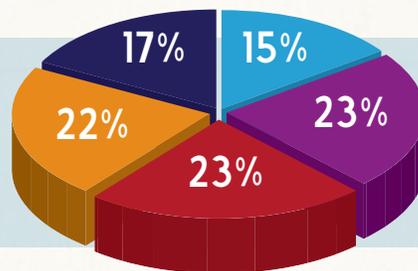
Studies show that getting five hours of sleep a night for one week induces an impairment level equivalent to a blood alcohol level of 0.1 percent; that's considered legally drunk in most states.

Sleep Wise, Money Wise: Sleep and Work Productivity. The Better Sleep Council.

In a survey of orthopedic surgeons, 95% indicated that they believe that the mattress their patients slept on was a factor in back pain.

Jacobson, B. H. EDD, Wallace T. & Gemmell H. DC, EDD. ( 2006). Subjective Rating of Perceived Back Pain, Stiffness And Sleep Quality Following Introduction of Medium-Firm Bedding Systems. School of Applied Health and Educational Psychology, 5(4).

## SLEEP DEPRIVATION IMPAIRMENT



- Quality & Accuracy of Work
- Remembering Important Details
- Punctuality to Work and/or Meetings
- Clear Thinking or Judgment
- Co-Worker or Customer Relationships

Ekey, K., The Better Sleep Council. (2008 May 1). New findings show better sleep linked to improved physical performance. Americans Get Physical After Good Night In Bed.



# ZOMBIEITIS: THE FACTS

Sleep deprivation is so debilitating that it is sometimes used as a component of military interrogation.

Sleep Wise, Money Wise: Sleep and Work Productivity. The Better Sleep Council.

Respondents say a peaceful night on their mattresses made them more inclined to exercise the next day.

Conway, K., Koonce A., & West S. (2008). Nationwide Omnibus Survey Analysis. Better Sleep Month 2008.

## CORRELATION BETWEEN PHYSICAL ACTIVITY & MATTRESS AGE

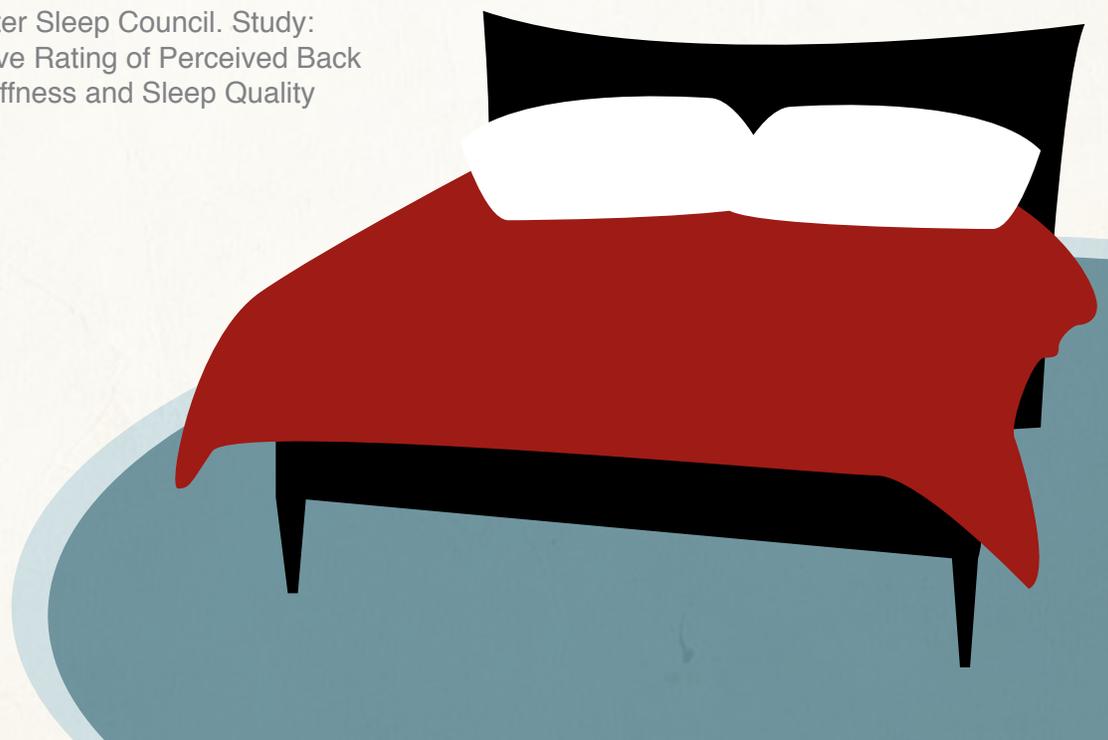
	1-4 years old	8-10 years old
Running	59%	6%
Weights	54%	8%
Aerobics	57%	9%

Ekey, K., The Better Sleep Council. (2008 May 1). New findings show better sleep linked to improved physical performance. Americans Get Physical After Good Night In Bed.

## TREATMENT

A study by The Better Sleep Council provides firm scientific evidence of the critical link between mattress quality and sleep quality, as well as the importance of regular mattress replacement.

The Better Sleep Council. Study:  
Subjective Rating of Perceived Back  
Pain, Stiffness and Sleep Quality



# ZOMBIEITIS THE STORY



**We would like to make an announcement to the general public.  
A very serious crisis is on our hands.**

Around the corner, infiltrating our neighborhoods, there is a zombie epidemic plaguing our society. Your coworkers, friends, family...no one is safe. Zombies are everywhere, and can be anyone. You might even be one right now and not even know it. That's what is so troubling about this epidemic. It is silent and serious.

We're not talking about the "undead" zombie, which some believe in and others vow to combat. Those involve graveyards and brains, and desperate escape plans. What's happening now isn't the zombie apocalypse... this is an epidemic. The type of zombie we're dealing with is far more prevalent in our society.

These zombies are human beings suffering from Zombieitis.

Zombieitis is infecting the general public at warp speed! Since anyone is susceptible, we are on high alert. Policemen are seeing increasing signs of Zombieitis in drivers. Hospitals around the nation are reporting increases in cases reporting Zombieitis-related symptoms. Teachers note their students becoming zombies in the classroom. Everyone from celebrities to children have the potential to develop Zombieitis.

Are you at risk of becoming a zombie? Zombieitis can be caused by a variety of factors, from excessive stress to poor sleeping habits. We're here to tell you if you may have fallen victim to this illness.

## **Symptoms of Zombieitis include:**

- Decreased brain function
- High blood pressure
- Apathy
- Headaches
- Dark undereye circles
- Drooling
- Irritability
- Anxiety
- Listlessness
- Rashes
- Unkempt appearance
- Shuffling gait
- Depression
- Sudden weight gain
- Gets sick easily
- Pale complexion
- Mumbling

In addition, those with Zombieitis may not be able to sleep for weeks at a time. To make a long story short, Zombieitis makes you miserable, worsens your appearance and keeps people from wanting to be around you.



# ZOMBIEITIS THE STORY



Do you or someone you love suffer from any or all of these symptoms?

Zombieitis is a serious affliction that demands international attention, and it's up to you to help spread the word. Unless we start fighting back, we'll all be zombies before we know it. If that happens, the world will be a grouchy, gloomy place.

What can you do to help stop Zombieitis?

A cure is on the horizon for those suffering from Zombieitis. It has been discovered that the cure for Zombieitis is repeatedly having a good night's sleep on a quality mattress. Receiving the necessary amount of sleep is vital to maintaining energy, mood and productivity at the highest possible levels. If the world is not made aware of Zombieitis' cure, we are in danger of becoming a world of "the unslept," rather than "the undead." And "the unslept" are way grouchier.

To find out what you can do to Stop Zombieitis, tune in to learn more about the cure and prevention. Join us on Facebook and Twitter to connect with the Stop Zombieitis cause.

It's up to us to keep ourselves and our loved ones from becoming zombies. We must never rest in our quest to end this growing epidemic. Join the cause! Stop Zombieitis!



# ZOMBIEITIS THE STORY

KIDS VERSION



Jimmy used to be an awesome soccer player. He could do all kinds of cool tricks. He played midfielder and scored at least 2 goals every game.

Jimmy's mom made sure he did his homework every night. He got mostly As, but sometimes a B in math. Outside of scoring soccer goals, numbers were never his thing.

Jimmy doesn't play soccer very well anymore. He's also getting more Bs than As now. Jimmy's mom noticed these changes and more...

Jimmy's eyes are droopy and he mumbles. When he walks, he drags his feet. At night, he's started counting down from 100 to go to sleep, but he gets to zero and is still awake!

Jimmy's mom is taking him to the doctor. He is not well!

"Jimmy has Zombieitis! You are a zombie!" the doctor says.

Jimmy and his mother both look at each other, completely confused and a little scared. They have never heard of Zombieitis, but they have heard of zombies. Jimmy cannot not be a zombie!

"Young man, you are not the zombie you are probably thinking of. You are an un-slept zombie! It means you not getting the quality sleep your body needs to be healthy and active," the doctor says. "You need to go home and look at your bed. Does it droop in the middle? Do you have too many pillows on it? Do you need more pillows? The cure for Zombieitis is sleep on a quality mattress, so you need to make changes to your bed in order to get back to feeling better - and scoring goals!"

Jimmy's mom immediately takes Jimmy home to look at his mattress. She won't have a zombie living in her house!

After looking at Jimmy's bed, they realize he probably does need a new mattress! His bed used to be his brother's - and he's in college!



# ZOMBIEITIS THE STORY

KIDS VERSION



Jimmy now has a new bed! It's time to cure his Zombieitis!

Jimmy's mom says, "Goodnight! Hopefully you won't be a zombie tomorrow..." She turns out the light and closes the door.

Jimmy closes his eyes, and starts counting, "100, 99, 98, 97, 96, 95.... Zzzzzz." He's cured!

If you think you, or someone you love, has Zombieitis, ask a parent to help you find out how to cure it by logging on to [www.BetterSleep.org](http://www.BetterSleep.org).

