

EST. Ernest Hemingway 1899

ERNEST HEMINGWAY

USA



natural  
vita talalay

SLEEP ON AIR

Sanitized®



COOLER

ECO SLEEP  
WITH HEMINGWAY

5 ECO-SLEEP TIPS  
THAT YOU MUST NOT MISS



## ECO-SLEEP TIP

# 1

OPT FOR ZERO VOC PAINT  
IN YOUR BEDROOM



When buying paint, look for paints that are labeled "non-toxic" or "natural." Read the label to ensure they contain no extra solvents or additives and check for 5g/L or less of VOCs. If you're still not sure about which brand is best, ask an expert at your local paint store.

Many eco-friendly paints are making their way onto the market, including recycled paint, milk paint, and plant- or mineral-based paints. Be sure to check out these alternatives before buying!

### WHAT IS VOC?

VOC stands for "volatile organic compound." VOCs are found in many building materials and are partially responsible for that new paint smell. Unfortunately, these unstable chemicals let off gasses that are very harmful to people and the environment, which is why the government now regulates them.

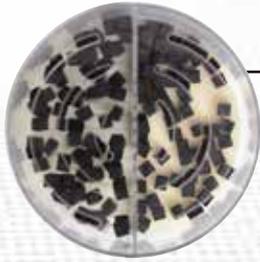


## ECO-SLEEP TIP

# 2

USE ORGANIC ESSENTIAL OILS  
INSTEAD OF AEROSOL ROOM SPRAYS

How to make organic essential oil? Essential oils — extracted from leaves, fruit peels, petals, and other plant parts — capture nature's subtle fragrances and can refresh your living space. You can mix and match essential oils for a signature scent: try combinations like wild orange and tea tree, lavender and rose, or clean and simple green tea and cucumber.



**Proven by  
breathability test**

## EXTRA VENTILATION

Vita Talalay always ensures the best sleep temperature. The best bedroom temperature to fall asleep lies around 15 and 20 °C. Vita Talalay mattresses are breathable. Its round open cell structure helps you to stay cool during the summer and warm during the winter. This ventilation prevents sweating, reduces dust mites and promotes a hygienic, healthy sleep.

natural  
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INSIDE 



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# ECO-SLEEP TIP



## 3 CHOOSE THE CERTIFIED NATURAL LATEX MATTRESS



Choose foams and certified fabrics against chemical use - for any allergy sufferers, it is strongly advisable to get a natural, without additives, type of mattress. **Ernest Hemingway Talalay Natural Latex** is naturally hypoallergenic and anti-bacteria for extra care and safety.

### WHO IS VITA TALALAY?

Vita Talalay is the longest standing original Talalay latex foam brand (since 1961). Sustainability is at the heart of what we do. Only by making a natural luxurious comfort material we can consciously say we do our best to make you sleep healthy and help preserve the earth.







## ECO-SLEEP TIP

# 4

SUITABLE HOUSEPLANTS ARE MORE THAN JUST DECORATIVE ACCENTS

Houseplants are more than just decorative accents. These natural household helpers reduce carbon dioxide and dust levels, and look great while doing it. But did you know that the mere presence of certain plants in your bedroom can actually help you sleep better?

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**THE 8 BEST PLANTS ARE:** Lavender, Jasmine, Peace Lily, Aloe Vera, Valerian, English Ivy, Gerbera Daisies, and Rosemary.

## ECO-SLEEP TIP

# 5

KEEP YOUR BEDDING  
CLEAN & FRESH



Pillows made from organic natural fibers, such as cotton, kapok, and buckwheat and millet hulls, are free of contaminants and synthetic materials, so they're a smart choice. Make sure to wash your pillow at least once a year to keep it fresh and clean.

## ALWAYS USE A PILLOW PROTECTOR

This adds an additional barrier against dirt and grime. Some sources recommend washing them every 6 months, while others say it's fine to wait up to a year between washings. Hand or machine-wash – both are safe and effective. The choice is yours.



The Ernest Hemingway collection of products captures  
the spirit of the man who lived large in  
the hearts and minds of his readers.



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