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Working for your continued good health!

Congratulations!!!

Why? Because in my opinion, you are holding in your hands the best and **only** pillow that I would recommend either personally or professionally.

Curious?? Read on.

I am a chiropractor in active practice for the past ten years in Toronto. As you might imagine, one of the most common questions that I get asked is: "which pillow should I be using?" For ten years, my answer has been "**I can tell you which pillow you need. I just can't tell you where to get it.**" *Until now.*

My story goes like this. When I was a kid, my parents at some point bought me one of these 'solid block foam rubber, latex pillows', probably at random, from some unremembered department store. I used that pillow for years and never really thought much about it **until I tried to replace it.** Even at that time, perhaps 20 years ago, these pillows were somewhat rare finds but if you looked hard enough, you could find them even though the stores themselves weren't really aware that they had them.

An unknown fact of life is that most people I have talked to about the subject **HATE THEIR PILLOWS.** They just don't know that **there is a solution.** When I got married and started sleeping with my wife on an, ahem, regular basis, she decided, like so many others, that she hated her pillows and wanted to try new ones. So we went out shopping to get her a new pillow. We went to a department store and we were faced with that wall of pillows in plastic bags ranging in price from the really cheap to the absurdly expensive. Which one do you choose? How do you choose it? I guess some people base their decision on price. Some people have a certain firmness in mind. We picked them up and gave them a squeeze and chose a pillow that seemed to be a common example of a comfortable and reasonably priced pillow. Logical, no??

The problem was and is that pretty much **all** of the pillows that are out there are either made of feathers or a synthetic fiber called qualofil. These, I find, are never right. They are either too firm or too soft. They don't offer any support. They need to be properly positioned and fluffed. Some pillows are the 'specially shaped and designed foam pillows' like the ones with the valley between the rolls or the 'water filled pillow'. Have you ever tried getting used to those? Good luck. After a while, you can get used to anything, but you'll never write home about them. With my story, we tried several pillows and didn't like any of them until I basically yelled at her to "**try the kind that I use!!!!**"

So, we went looking for a solid block, foam rubber, latex pillow. Guess what? We couldn't find them!!! "What do you mean you don't carry them???" I shrieked. It was very frustrating. We finally tracked them down in ONLY Eaton's at ONLY their Yorkdale store.

Winner!!!!!! She loved it!!! It's so ego boosting to be right!!!

"See, I told you this is the best!!!" is what I bragged. This pillow wasn't the cheap one in the bunch, it certainly wasn't common but it really appeared to be the only one in the store worth using. And that's the moment that I realized that the *right* pillow is one of the most important sleeping tools that you can possess. (if not ~~the~~ most!) That was the year 1990.

In 1994, I graduated as a Doctor of Chiropractic and started my practice in Toronto. One of the most common problems I see people having is that they can't really get comfortable sleeping and wake up with all sorts of aches, never mind that you do your best healing when you're asleep.

"Dr. Kirsh, which pillow should I be using?" happens a lot. I would send them to the only place that I knew in Toronto that had the right pillow, Eaton's. (at Yorkdale!) Well, if you are Canadian and awake, you are aware that *my supply dried up*. The pillow was briefly available through the catalogue, but not at the store, of a major competitor of Eaton's (rest in peace). It was very expensive from there but worth it. We actually bought one from there for my son. This little 3 year old kept stealing mommy's pillow because he couldn't sleep on his! (He knew a good thing!) A similar, but not great, copy was temporarily sold through some pharmacies in Toronto. The patients who went out when they were available and bought these pillows all loved them. (More ego stuff!!) That also changed and for at least the past 4 years, I am not aware of the pillow being available anywhere in Toronto.

Can you imagine the frustration I felt? "I can tell you which pillow you need. I just can't tell you where to get it." I wouldn't compromise because nothing else was *it!*

Sometimes, when someone gives you lemons, you **can** make lemonade. On May 20, 2003, I went to the Saint John's Rehab Hospital to visit with a patient recovering there from recent surgery. Here come the lemons. If you are up on your current events, you know that three days later, it was announced that 'SARS' turned up at that hospital at that very time and I was given a 'one week holiday' in quarantine. (NO SARS HERE!) Here comes the lemonade. I used the time wisely and **I FOUND A SUPPLY OF MY PILLOW!!!!**

We ordered a few to see if the patients at my office would want them. It turned out that we couldn't order them fast enough. (Ego again!!!) They LOVED them. We had people coming back for more: "I have a cottage," "I need three more for my kids," "my uncle had problems sleeping until he STOLE MINE," "my wife needs one," are comments we had. My own father said "I didn't need to get used to it." People made special points of thanking me for selling them the pillow. We sold about 50 pillows in the first month!!! About 3 people in that bunch weren't absolutely blown away BUT THE REST WERE! It's great to be right.

So there you have it. My entire family uses this pillow. My personal pillows still say "Eaton's" on them. There are lots of scientific reasons why this pillow works so well. The other pillows out there try to tell you why. They mention things like proper support, keeping the spine in line while you are asleep, mite free, hypoallergenic, long lasting, etc. This is 'just a pillow', that happens to quietly do all of those things. In fact, I challenge anyone who has my pillow to go and try their old pillow again and see how they like it. I hope you are among the 94% who absolutely love this pillow. If you are, you are indeed more than welcome. Enjoy it in the best of health and don't forget the rest of YOUR family.