

MAMMOTH

The ultimate health mattress

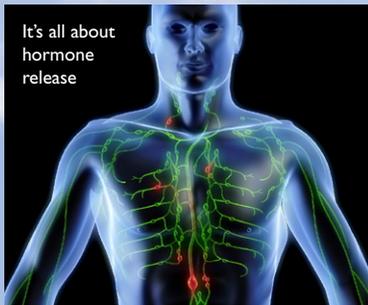
SLEEP YOURSELF SLIM & STRONG

Shed those extra pounds by getting some quality shut eye - it's true!

It is known amongst the medical profession that inadequate sleep leads to unnecessary fat storage. For you health enthusiasts, hitting the snooze button for that extra half hour may not only help you to look buff in that new outfit, but perform more effectively in your training.

Its all about hormone imbalance

The first of the culprits is the stress hormone, Cortisol. In excess, Cortisol is bad news, and not just in your ability to cope with the day to day stresses in the office or at home. It has been discovered that Cortisol leads to insulin resistance. Insulin resistance means a bulk of fat cells bypass being used for energy and are sent straight to your waistline - frustrating when you've worked hard on your diet and fitness.



It's all about hormone release

If you're working out hard every day on top of limited sleep, your Cortisol problem is compounded even further. We suggest you invest in a really good bed, just like British Olympic marathon runner and performance expert, Liz Yelling.



"I've just made one of the best sleeping investments of my running career and got a fantastic Mammoth mattress. It's really helped with recovery and quality sleep."

British Olympian Liz Yelling

The hunger hormone

The second hormone out of balance is your 'feeling full' hormone, Leptin. A recent US study found that inadequate sleep decreases levels of Leptin. As levels decrease the brain starts to tell the body it's hungry when it's not. Hunger is one of the body's strongest survival signals that shape our behaviour and choices. It is not just about eating high quality proteins, fats and fibrous whole foods to steers those hunger cravings.... but also to get an early night and ensure you are comfortable and well supported in bed.

Perform Better

OK, so you're convinced that more sleep will help you hit your health and fitness goals, but get this...not only will you shed more fat by sleeping longer, you will firm up those muscles too - yes, believe it!

Growth hormones are released into your blood stream as you go through the deep sleep stage (stages 3 & 4) of the sleep cycle. Your soft tissues repair stronger and firmer, ready for the next work out. Typically you will go through 3-6 cycles per night, depending on how long you sleep for. You should therefore aim for as may sleep cycles as possible, so don't feel guilty about lying in. Keep cosy under those sheets that bit longer!

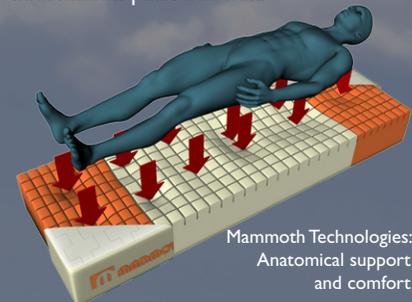
The Mammoth Sport mattress is being hailed as the 'Ultimate Health Mattress'. It's already loved by players within the England football and rugby squads. So what's all the fuss about?



Mammoth: Science and luxury come together

The Mammoth utilises new medical technologies that now supersede memory foam, and are advocated by the Department of Health. With cooling and supportive 'V' shaped castellations cut from 'High-Specification foam', and a comfortable luxurious velour, the Mammoth is helping many London 2012 hopefuls like Liz Yelling and health enthusiasts alike to get the best in recovery and deep sleep.

Basically, this stuff really works, and is surprisingly affordable from just £299. There's a really good product animation you should check out that explains all at www.mammothsport.com. You can even win one this month by requesting a free information pack. See below.



Mammoth Technologies: Anatomical support and comfort

www.mammothsport.com



DOWNLOAD YOUR FREE INFO PACK NOW FOR YOUR CHANCE TO WIN

OR TEXT 'MAMMOTH WOMENS RUNNING COMP' & YOUR NAME & ADDRESS TO 88802

MAMMOTH SPORTS PERFORMANCE AND RECOVERY SPECIALISTS

