



EPISODE #180  
SLEEP BIOHACKS & THE IDEAL MATTRESS  
WITH CLAUS PUMMER

In this episode...

02:36 about Claus Pummer ..... 2  
 03:41 importance of sleep ..... 3  
 05:31 some common misconceptions about sleep ..... 4  
 09:33 electronics in the bedroom ..... 6  
 14:49 about the SAMINA Sleep System ..... 8  
 19:38 the SAMINA Sleep System on skeletal health ..... 10  
 33:57 the SAMINA Sleep System on muscle, tissue and joint health ..... 17  
 35:55 the SAMINA Sleep System on skin health ..... 18  
 39:30 raw materials in the SAMINA product line ..... 20  
 46:07 achieving a good night sleep..... 23  
 49:00 toxins in your bed mattress ..... 24  
 55:57 the most pressing health issue in the world today ..... 26  
 01:00:30 where to find the SAMINA sleep system ..... 28

Wendy Myers:

Hello everyone. My name is Wendy Myers. Thank you so much for joining the Live to 110 Podcast. You can find me and learn more about me at [Liveto110.com](http://Liveto110.com).

Our guest today is Claus Pummer. He is the President of *Natural By-Design*, his own home furnishings company and the Managing Director, general importer of SAMINA North America.

A native of Frankfurt, Germany, Pummer was raised in a traditional European household by artisan parents with strong values for everything organic and natural. In his adolescence, he pursued an apprenticeship and attained the top status of master cabinet maker.

For years, Pummer worked in Switzerland and New Zealand perfecting his cabinetry and woodworking skills before emigrating to Canada in 1998 where he founded *Natural By-Design* in Toronto.

His Pummer trademark furniture line includes outdoor furniture and solid wood crafted

pieces. And his customary manner to pursue excellence in all of his offerings, he began searching for the best beds to compliment his solid wood bed frames. His research led him to SAMINA in Austria.

He first became a SAMINA sleeper himself. And impressed with SAMINA's healthy sleep system and design, this inspired him to pursue training at the Austrian Institute for Sleep Psychology where he became a certified sleep adviser under the mentorship of Dr. Gunther Amann-Jennson, a world-renowned expert in sleep psychology.

Pummer applied the sleeps principles he learned to his own lifestyle and began sharing this knowledge with others. He passionately believes in sleep as the foundation to health. You can learn more about him and his website at [JustHealthySleep.com](http://JustHealthySleep.com).

Please keep in mind that the Live to 110 Podcast is not intended to diagnose, treat or cure any disease or health condition. This podcast is not a substitute for professional and medical advice. The Live to 110 Podcast is solely informational in nature, so please consult your healthcare practitioner before engaging in anything that we suggest today on the show.

Claus, thank you so much for joining us on the podcast.

Claus Pummer: You're more than welcome.

## 02:36 ABOUT CLAUS PUMMER

Wendy Myers: Why don't you tell the listeners a little about yourself and your background?

Claus Pummer: I'm born and raised in Germany, so I do have a very strong accent and you have to pace me down, otherwise I'll talk like all the Germans, very, very fast.

So I was born and raised in Germany in Frankfurt. My upbringing was I earned my master degree in woodwork in Germany and in Switzerland. And then in 1998, I decided to leave my home country to start a new life in Toronto, Canada where I resided for the last 15 years.

And I've been in Canada for 15 years. It's a wonderful country. But with extended winter times, up to six months, I decided to open up a second location in the United States, in Dallas, Texas.

And then two years later, this leads me now all the way back to Pasadena where I currently live fulltime and open up retail store. I'm running the multi-American office for SAMINA.

Wendy Myers: You're right near me. You're about 20 minutes from me.

Claus Pummer: Exactly.

## 03:41 IMPORTANCE OF SLEEP

Wendy Myers: Yeah. So why do we need to sleep in the first place? I mean obviously people spend a third of their lives in bed, so it's very important to have proper sleep and proper sleep hygiene and the right environment for sleep and the right bed. So that's really the focus of our talk today. So why do people need to sleep in the first place?

Claus Pummer: There are hundreds of reasons why we have to sleep. Even doctors who are scientific, people did not find out all the reasons. For sure, we do know we need to sleep to restore our immune system, our organs. We need a place to feel safe and secured, what's happening in our environment and we have to make sure we get ready for the next day, to be active.

In principle, we have two lives. We have this active life and we have this passive life. The active life starts when sun rises and ends most likely with sunset, and then our passive lifestyle.

So we have this Arcadian rhythm. And unfortunately, in the modern society and our modern lifestyle, we already violated this rule a lot in extending our daytime to let evening hours working on computers with the source of light fixtures. So we shorten our sleep and then of course, we're having missing sleeping hours.

And again, when we have missing sleeping hours, this maybe can lead to a health related

issue in a very slow amount of timeframe. We don't really know if this is coming from day hour or if this is coming from something else. And what we really want to do is we want to bring awareness on how important sleep is.

And for myself doing this for more than 20 years now, I definitely see a connection with not sleeping and physical and mental health.

## 05:31 SOME COMMON MISCONCEPTIONS ABOUT SLEEP

Wendy Myers:

Oh yes, I did an amazing podcast with Dr. Washington about how sleep actually robs your immune system of energy and when your immune system doesn't function. You get sick, you get cancer, diabetes, autoimmune disease. It's 100% proven that lack of sleep causes disease directly.

And so what are some common mistakes or misconceptions people have when it comes to sleep?

Claus Pummer:

First of all, the mindset is not there to go to bed. I always tell people a very funny sentence. "You don't need an alarm clock to wake up in the morning. You do need an alarm clock to go to bed."

Wendy Myers:

Yeah, exactly. I don't need an alarm clock, but it takes a lot of discipline for kids who don't want to go to bed.

Claus Pummer:

Maybe you get sidetracked. You finish a little bit of work. You get stuck in traffic, all of a sudden you're home an hour later, half an hour, you want to go to the gym maybe and then we have a later dinner. We didn't see our spouse, we didn't see the kids. So, there are hundreds of excuses to not go to bed.

But I really think it's important to really set your time so the body knows it's time to go to bed. And there is a big issue. Our organs don't have a clock. There is no clock for our organs. Our kidney, our liver, our heart, our immune system does not know what time it is. But they have a natural rhythm as well. And this is the function that we cannot interfere.

When we do extend our sleep time for two or three hours, we [...] our whole entire body

and maybe some of the organs never restore themselves while they're already past the time to do so while being still awake. So the biggest mistake is people don't go regularly in bed.

And even weekends, it's not an excuse to me when you sleep in or go early to bed Saturday or Sundays or you actually stay long up on Friday and Saturday and you have long sleeping hours in the morning when you don't go to work. This doesn't help anyway.

You should have seven days, 365 days a year, almost the same bed time and the same wake up time. This is the best for our human body and for our organs and immune system. So this is the biggest issue.

Second of all, some people tell me they don't think it's sexy to go early to bed. And I think this is the opposite effect. You want to go to a date with a man who is so sleep-deprived and looks like shit? I don't think so. I think everybody would enjoy to have a date with someone who actually has rest and sleep the night before and is on full alert and he pays attention to the conversation and you have an engaged and good time together, right? So we have to work on this.

And then of course, our sleeping environment is not a proper sleeping environment. Many bedrooms are not really bedrooms anymore. We do already understand we spend a third of our time in bed. And then, as [...] tells us, we spend a third of our time in this room.

And the room is most likely in the second floor in the house or in one of the areas (maybe you live in a condominium or other buildings, in one part of the area in one of house). And then we spend a third of our life in this one specific room, but we have a very nice organized kitchen. Our living room is all sparkly, our front entrance is organized, but the bedroom is a mess.

So I definitely have to point this out. People don't really take bedrooms serious enough as a room where they spend so much time, but this is the case.

And also, the most important part and piece of furniture in your house is obviously the mattress. It's our hardware for good night sleep.

And then of course, when you're looking into the room, there can be mistakes made with

curtains, too much light exposure, too much electronics or any electronics in the bedroom, the wrong mattress from the beginning for various reasons. Again the bedroom became an office and I look all night at my computer. Or the bedroom became the play area for the kids and I look at all the messy toys from my kids under the bed. Those are the most common issues I think.

## 09:33 ELECTRONICS IN THE BEDROOM

Wendy Myers:

Yes. So you talked about electronics in the bedroom. Why do you advise people to not have any electronics in their bedroom?

Claus Pummer:

The electronics actually is a really big deal. Electronics, some listeners will know and you of course—have electric fields, magnetic field and radio frequencies. It depends on what device you're using at this present time. And those devices are sending frequencies.

And the human body contains 80% of moisture. So we're highly conductive to this exposure of electromagnetic and radio frequencies. And last, but not the least, we either are not touching the earth when we lie in bed or we're wearing shoes while we stand on hardwood floors or other surface. Any time we have a disconnect from earth, we are not able to release positive neutrons and get the very important negative neutrons from earth.

So the problem started in the industrial age with giving us electricity to extend the night time to daytime. So we're violating the first law. The second problem was the invention of shoes. It disconnects us from earth.

And then of course modern lifestyle with Wi-Fi cellphones, cellphone towers. Hospital, police, the fire departments, everything, airports have frequencies. They're most likely running on for 4 to 8 gigahertz. Four gigahertz stands for four billion hertz. And our heart simply runs under human frequency, probably six, seven, eight hertz.

So even without being a scientist—which I'm not—the numbers don't sound nice to me and they don't make any sense to me. Say roughly seven hertz all the way up to four billion hertz, when you are in this kind of exposure, there should be some harm to the human

body.

Then whoever was creating us most likely 2000 years ago did not know we'll have electricity at some point. No one knows we have cellphone and Wi-Fi either. And the human body adapted during the last 2000 years a lot, but our body never really adapted really in regards of our own bio-electrical system.

We have the bio-electrical system that directly runs our cells. We have about seven billion of cells. And then you need a very small amount of electricity. This electricity is created from us walking, with being active with all our muscles. And our muscles are creating the small amount of current that we need to make sure our body creates new cells and kills the bad cells and stays in balance.

And all of a sudden, we are consistently bombarded with frequency. And the problem is, what you don't see, what you don't smell and what you don't hear, you don't think it's an issue. But there are devices—and I'm using them frequently when I do home consultation in areas where I am—to really show people how much exposure of electromagnetic field and radio frequencies are in their bedrooms.

And there are actually very strict guidelines. Those guidelines are not acknowledged from any government in the world. But for example, with my German background and living in Germany for 25 years, there is a German guideline in the world of people who are considering this issue. We should have less than 100 millivolts in our sleeping areas, on our human body.

And the reality is, my experience from more than 15 years measuring this in conventional bedrooms in Canada or United States or in Germany, I do find readings on non-metal mattresses from 1500 millivolts to 2000 millivolts. And on metal spring mattresses, we find 2500 milivolts all the way up to 5000 millivolts.

Wendy Myers:

Wow!

Claus Pummer:

And this is definitely much higher than the German, European guideline. Again, this is a guideline that's not acknowledged by the governments, but this is definitely a guideline that very many functional and integrative doctors are pointing out.

One of the most well-known person here in the United States is Dr, Professor Dietrich Klinghardt in Seattle. He definitely sees a direct connection with the high exposure of electromagnetic field and radio frequencies to his problem. He cures Lyme disease and mold exposure and chemical sensitivity and, in general, any chronic diseases.

Anytime I visit one of his seminars and talking to other doctors, he really points out that this is a very strict guideline to enforce.

**Wendy Myers:** Yeah. I love his work because he has three tenets that are underlying causes of diseases—toxins, infections and energy disruption to the body. And anyone who's sick who has addressed those three things, it's so important.

And so many people are sleeping on metal spring mattresses. And like you said, these conduct electromagnetism and affect our health.

**Claus Pummer:** Yes.

## 14:49 ABOUT THE SAMINA SLEEP SYSTEM

**Wendy Myers:** So you are an advocate for SAMINA Beds, the SAMINA Sleep System. And so can you tell us a little about that and why you guys have created this amazing bed that does not use metal spring mattresses and solves some of these issues people are dealing with in their mattress?

**Claus Pummer:** Yeah. First of all, I want to point in regards to the metal spring mattresses, the metal spring mattresses are created about 1910. So it's a really, really old product. And some of the companies are using this as a selling feature. And I didn't see an issue in the beginning of our industrial age.

There was a definitely a place for metal spring mattresses in the beginning of our century. To use them definitely gave people comfort that they didn't have before. And there was a certain spinal support and there was some airflow. And in the old days, they almost used more organic materials than what we're using in the industrial age.

But unfortunately the conventional mattress industry, metal-based, did not really involve

and did not really look what changed it around us. And this is actually where the problem starts.

SAMINA was created by Professor, Dr. Amann-Jennson who was a psychologist in Austria 25 years ago. And he made a very interesting founding in his work to be a psychologist.

So he had weekly meetings with patients and they talk about health-related issue, family-related issue, personal-related issue. So he had a huge amount of audience talking about this and he gave them advice on how to deal with them.

But he looked at the characteristic of those people and he found out that all of them have trouble sleeping. They don't have either proper sleeping environment. They cannot sleep for unknown reason and they're tired.

So he said, "There is something wrong. I talk to these people all day long, they come back three months, three weeks later, two months later, whenever the time was right for them and we started again where we left off. When I saw them the last time, nothing really changed in their own environment. They did not start sleeping better and things got stuck."

So he said, "I'm running around in a circle here. I can give them all my advice and charge them the money, but this is not really doing anything. It's just too slow for me. So let me spend a little bit more time to research our ancestors."

So it took him about six years to grab all the books, what he could find in various libraries. He talked to a lot of universities and health professionals in German speaking country to really research ancestors, how they slept.

And he made these findings. He said, "Oh my god, our ancestors slept much better than we do. They did not live longer than us. Well, they have other issues. They had no home, they got killed by the cavemen or there was a wild animal eating them in the nighttime and they killed each other. But they had no chronic diseases, that was interesting, and they all definitely had a very interesting better sleep."

"They slept inclined on a hill under a tree. They used a piece of leather skin on the floor on earth, so there was a direct to them on earth. They hardly had any clothing except

leather and skin and shoes and leather and maybe fur and stuff and some basic clothing. And they stayed outside and got this air. They didn't have any housing."

And then he said, "This is very interesting. So let me catch up on those different features and let me see if I can create the sleep system, what can bring the knowledge of nature—and nature is hundred thousand times more powerful than us—and let's bring the wisdom of integrated and holistic medicine in the same subject and create a new holistic sleep system." And this is how he created SAMINA.

So when you actually look at the SAMINA product, the SAMINA Sleep System, which is one of the smartest sleep systems in the world, you can recognize the mattress comes in four different layers. And then as a scientist or as a medical doctor, by four different layers, our human body has four different layers.

So obviously, we can follow the entire way our human is built. A quick introduction of our layers: it's our skeleton (what is the core of our body); we have the second layer, our muscles, tissues and joints; our third layer will be our bio-electrical system; and our last layer is the biggest organ, our skin.

And SAMINA Bed follows exactly in the same layer system and each of the layer starts something very specific during our passive life, what is considered or called sleep.

## 19:38 THE SAMINA SLEEP SYSTEM ON SKELETAL HEALTH

Wendy Myers:

Yeah. And that's very interesting that the SAMINA Sleep System has these four layers and you have a layer to protect against electromagnetic pollution. Can you talk a little about that?

Claus Pummer:

Yes, absolutely. So the first layer called the earthing mat or a grounding pad, the content of this product is actually 75% of pure silver. So it's a very high content of silver. And we do all know silver is a very expensive raw material. But silver is also 10,000 times better conductor than the human body.

This raw material silver is enclosed in organic wool layer of merino wool from German sheeps. So what this means is we don't have direct contact to this earthing pad. We have

an indirect contact.

So there are two principles for earthing, the direct earthing contact and the indirect contact. Dr. Professor Amann-Jennson's findings was that the indirect contact had additional benefits compared to the other solution that is available on the market.

And also, we have involved 14 magnets in this product that come from—they're coming from a German company in Stuttgart and those magnets are north/south pole. We do understand the issue in modern world, we do have a problem with our north and south pole with building, the very heavy building of homes right now with huge amount of iron beams and cement. They do irritate our magnetic field. And of course we know we're building more and more buildings, so we have less countryside and less wide land.

However, sleeping on the grounding pad is pretty very simple. How this works is we put 75% of pure silver under you (10,000 times better conductor) and a permanent attachment to the outlet through the sleeping area, but it's only attached to the ground on the outlets. So we have actually three wirings in any electrical outlets. We have the plus and the minus and we do have the ground. The ground wire is most likely a yellow wire in most of the commercial wiring.

And these yellow wires, they go to the panel boards to one side [...] the breaker. And then in the panel box, there's a big, big, big round cable going to earth and with a deep ground stick drilled into earth to give you the direct contact to earth.

So what this does actually is the high amount of silver gives the electromagnetic field and radio frequencies and pathway to take all these exposure away from you.

And the simple test is the body mold meter. What I do use to measure this, the body mold meter shows me the exposure with no grounding pad and with my grounding pad and the reading are just outstanding low. They're under the guidelines, what we recommend in Europe.

And then of course the customer or the patient makes their own finding. Many of my customer who sleep grounded and actually get grounding pad is the part that you can buy with the SAMINA sleep system. You can buy this as a separate piece and put it on any

conventional bed when you're really concerned about your own exposure at this present time.

My customers tell me that they all start dreaming better. So then what the dream has to do, we come back to Gunther, Professor Amann-Jennson's story as a psychologist, when you start dream on a regular base, even they are the worst nightmares every night for I don't know how long, two weeks, three weeks, this is a very, very good sign that grounding is working.

Wendy Myers:

And when people start grounding themselves, they also have less pain and less inflammation and so, so many different benefits from that.

Claus Pummer:

Yeah. And then you can actually really see this under dark field microscopy that everybody can get done with their family doctor. It is a very inexpensive way to check this out, how you [...] free-floating with no exposure from electromagnetic fields.

And there are many studies made with our smart meters, what are installed in our homes now without really telling us. And I do use the one image from smart meters and the red blood cells, what you can find on the internet from some professors, you really see the smart meter already closed our red blood cells together and this leads to, if nothing else, less oxygen. And when we have less oxygen in our red blood cells, we are not able to recharge our organs and our immune system during the night time how we normally would do.

And this is the silent disease, what leads to chronic diseases in the long term exposure from 5, 10, 15 all the way up to 20 years.

And I want to point out, the days now, cellphones on the market where the manufacturer disables the headset, so you're not able to use a headset anymore and you actually get forced indirectly to buy the matching device to put in your ear, what is running on the Wi-Fi signal again on the Bluetooth communicating with your phone. You put the little things in your ear and they're running again on the frequencies. And you put it even closer to your brain and then the left ear starts talking to the right ear.

I guess the modern technology will have no stopping from creation to make this problem

even worse for us than it already is.

Wendy Myers:

Yeah. And it's impossible. Even if you say you take your home environment and you reduce all the EMFs that you can there, you get rid of your electric smart meter and your cellphone and your computer and do all the stuff, unplug everything, you still, when you walk around, are exposed to countless numbers of wireless internet and all kinds of things.

So you have to do things at home like grounding. That's one of the best things I think that you can do and easiest things to ground yourself every night for eight hours.

Claus Pummer:

Yeah. The grounding pad is easy. First of all, like I always advise, you should turn off your cellphone. It doesn't matter if you have a grounding pad or not. There's no reason for any family member in the house to keep their cellphones on after they go to bed. There is also no reason for you to keep devices on.

We in bed, we don't use this device, we can save the exposure and electricity. And when you're really good and your panel box is in the convenient location, you really can walk to your panel board and turn off the breakers in the bedroom.

That's why you have to buy my grounding pad, any grounding pad, whatsoever. We do recommend this regardless. Mentally, this connects you really to fun life.

And then of course, take your shoes off during lunch time and be grounded barefoot for half an hour and try the sunshine and get vitamin D. There's no harm to do so.

This is the problem. Even at our lunch breaks and our breakfast breaks and even at dinner time, people sit indoor. And again, this is California. We can sit outdoor here most of the year. And you should spend more time outdoor and really take our shoes off or under the dining table and find a piece of grass or dirt or whatever and be grounded.

So this is what you can do. But you're right, our neighbor doesn't follow this advice. There's no sense to talk to your neighbors.

We do have across hospitals, fire department, police stations that are around us. We have Wi-Fi. We have Wi-Fi towers everywhere in residential areas. The building laws really

didn't pay too much attention on those either. And now they are covering them as palm trees so people don't see them. But they are most likely lower than 15 meters. It's what creates the issue for the residents when it's around almost one mile.

So you can make a very smart decision where you move to. You can find the app on the phone and find all your cellphone towers in your neighborhood and make a personal decision on the house, what you want to purchase [...]

In the city, we cannot avoid it, but there are definitely good pockets and bad pockets. So you can pay a little bit more attention on some of the details.

Wendy Myers: I checked mine and I have 450 cellphone towers.

Claus Pummer: Wow! Serious?

Wendy Myers: Yeah, it's so bad.

Claus Pummer: Wow. This is bad.

Wendy Myers: So bad. Yeah.

Claus Pummer: So you need to sleep grounded [...] Again, I'm not saying this happens to all of us. We don't know how resistant we are.

Of course, only sleeping ground does not fix—my SAMINA Sleep System is magic, but it's not 100% magic solution either when you don't have proper nutrition, you don't have proper exercise, you don't have a proper mindset, you don't have a proper family life and social life.

And there are many things around us that create issues with our general health. But again, the most important room—about 25 years, you spend in bed. So there's definitely a big deal attached to it and we should definitely back on this first before we maybe do some other stuff.

It's also very interesting. When people have trouble sleeping, they make various bad decisions either nutrition-wise or exercise-wise. I see this over and over again. I do have customer buying the SAMINA bed and starts sleeping in it. And two or three weeks later,

they're telling me, "This is the first time I woke up and went to the gym. I didn't do this for the last five years. When I was tired and exhausted, I didn't feel like it."

And I know a lot of people who have trouble with their nutrition and they have a late snack. They open up the fridge and eats five minutes before they go to bed. They have something else. They'll nibble on something [...] And then, they're saying, "I'm not doing this anymore. I'm going earlier to bed. I sleep now through the night. I don't have any craving for food."

So there are a lot of things, indirect rewards for better sleeping. And I think this is a good way to start.

But I think the SAMINA system is very modern. It starts already with our skeleton.

Most of the couples actually, they don't sleep in the same bed anymore. Also, another issue maybe for your marriage, right? And the reason they don't sleep in bed is they have different times to go to bed. They have different body habits in bed and they have different issues, maybe snoring or sleep apnea.

And a conventional bed has a really, really hard time to address actually back pain and back issues. And most of the conventional beds are creating a very nice ditch. It's like a really, really nice ditch, especially when there are substantial big differences between the spouses, which is what happens very often.

We're all different. We have different body heights. We have different body shapes and we have different body weights. So female and male are different, and male and male are different, and female and female are different. So our partners do not look like we look.

SAMINA system is actually divided underneath and those double layers from wooden slats, they actually look like or they're acting like a trampoline. And when I'm getting board on my tradeshow, as you remember, I enjoy jumping down and up.

Wendy Myers:

Yeah, I know. I met you at the Bulletproof Conference, Dave Asprey's Bulletproof Conference. I was just blown away by the SAMINA sleep system.

I love it that you have one half that has its own system of wooden slats and the other

side has its own system so that when one person is moving around, they're not disturbing the sleep of the other person on the other side.

Claus Pummer:

The other person. And the issue is of course, orthopedically, our spine has 26 vertebral disks. We have those disks here. This is in my hand, bone and bone. And when you sleep in a ditch, then they squeeze together. And the nerve, what is in the middle there, sends a little signal to the brain with a minor thing, "Please turn me over to the side." And then two seconds later, "Please turn me over to the stomach. And then please turn me over to the back."

This is the first symptom, but the biggest symptom is this pain. It will also create pain. This nerve will create pain, what you will recognize in your brain as pain and this makes this disk [...] So if it's consistently pressured, then our 26 vertebral disks never can fix this problem.

The SAMINA sleep system brings your spine in this natural S shape curve in the standing position. And think about it, you hardly complain about back pain when you stand. I don't know anyone who complains about their standing position to have pain, absolutely not.

Any time I sit in my office chair, I lounge on my couch too long, I'm driving my car for long distance or I go to bed, it creates a discomfort.

And then all of a sudden, our back muscles, they're still in the way too. Our muscles know this already. And they want to prevent our spine to fall in this natural S shape curve. So they're consistently under pressure to hold our human muscle together to make sure we are tight.

But our muscles want to go to sleep too. They're tired from all day. And especially when you do your exercise and you're regularly going to the gym, you're actually using your muscles and your muscles joints. And they want to rest, they need to rest [...]

Again when you break out extensively—and we have this problem with our professional athletes. They have so much activities and they play so many tournaments, their muscles have human inflammation consistently only from the effort, the work they're making too much, not even thinking about the electromagnetic fields they're exposed to. This is the

second deal.

But our muscles want to sleep. And in SAMINA bed, the SAMINA wooden slat actually takes the work away from the back muscle to hold you in space. And a simple test that you experience as well, Wendy, is when I try to get my hand under your lower back, in SAMINA bed it's impossible. Your body is pushing down, your shoulder plate is pushing down and the wooden slats under your lower back up are pushing tight against the human body.

Wendy Myers:

Yeah. I have this problem because I have a bulging disk in my S1. And if I ever turn over and sleep on my back, I wake up because it's hurting because your back is flat when it should be curved. And so I get that pain signal, I have to turn over. And it's very, very frustrating because once I wake up, I have trouble going back to sleep like a lot of people.

And I love that SAMINA sleep system. It mimics and follows the natural curve of the bodies. It's brilliant.

## 33:57 THE SAMINA SLEEP SYSTEM ON MUSCLE, TISSUE AND JOINT HEALTH

Claus Pummer:

Yeah. So then the second layer is then our joints, tissues and muscles. And this is really designed to pressure points. We do experience pressure points in bed. You know this restless leg syndrome or your arm fall to sleep. That's just nothing else than a pressure point.

A good night sleep, we turn regardless 70 to 80 times in a night time, but this movement is actually very minor. And you are actually at the stage of deep sleep, so you actually don't recognize this movement. You only recognize this in the morning when you start dreaming.

And most likely, I find myself in the morning in a different position than when I went to bed. Right after my dream in the morning, I wake up and then I know I'm on my side for a short time of period. But most likely, I'm 90% a back sleeper since I slept in the SAMINA bed. It's actually now more than 18 years. It's quite a while.

The pressure point is an issue. When you have this pressure points from any kind of material under you and you stop the blood circulation, you will wake up again. And then maybe your deep sleep was not deep enough and you have to go to the washroom and then there's too much light, you ruined the night again.

And this is a very thin layer, conventional mattresses. There are also organic mattresses out here in the Unites States and Canada and any other country. They contain 9 to 11 inches of natural rubber. This is definitely a way to go to, but you're still missing the huge benefits for spinal support, our grounding pad and our additional layer of merino wool.

But this is definitely a good start. It's really better than any of the conventional metal spring mattresses, at least this metal [...] And you do try to have organic material under you. So I definitely give those people a credit too.

In our case, the rubber is only three inches. It's all what we need. Then thirdly, that would be the grounding pad, what we already described to our listener. And then lastly, it's actually a really, really big deal (I will not keep up on this one), the last layer contains only pure merino wool from German sheeps.

## 35:55 THE SAMINA SLEEP SYSTEM ON SKIN HEALTH

Claus Pummer:

So again, this is the biggest organ, our skin. And what does our skin in the nighttime? Our skin is there for detoxifying and releasing heat and temperature-regulating.

And this is a function that does not happen in any of the conventional petroleum-based beds or synthetic-based beds. You need to have a function for to get rid of the overheat.

Think about it. When you're active, you're running around, our body temperature is higher. The moment you get to passive life, our heartbeat flow goes down, our heart rate goes down, the pulse goes down. The body releases heat. When we overheat in the first 25 minutes to try to sleep, you will not sleep through the night.

When there's nothing organic in your bed, everything is more or less synthetic, you start sweating. Well, nothing can absorb your moisture and take this heat away from you. So the human body actually starts sweating more and starts sweating more. And then more

detoxifying as more sweat is coming.

But it's not a big deal when something is breathable and takes it away, but this becomes a big deal when all of a sudden, the moisture can stay in your bed and finds a hiding space. And the hiding space most likely is when the moisture travels through the synthetic layers.

What they will do—while they're not 100% airtight either, and there is of course stitching and stuff—when the moisture goes in there with the combination of your dead skin cells—what we do have in our skin, we're losing about 100,000 skin cells in a nighttime. It depends on what kind of body hygiene you have.

For example, last Sunday, I went to a Korean bath house. And I got the Korean style body wrap for 30 minutes with the dry sponge. It hurts a lot on a dry skin. But I got rid of a lot of my dead skin cells and it feels damn good after I'm done while everything is working for properly and there's some action going on.

However, the combination between dead skin cell and moisture is the perfect haven for the house dust mites.

Wendy Myers: Yes.

Claus Pummer: They like to eat this product and drink it. And then, they do a very simple thing [...] They start pooping. The house dust might poop in your bed.

And there's a lot of poop, then we wonder how come we have allergies and stuffy nose in the morning and itchiness in our face. That's all house dust mite poop.

Wendy Myers: Yeah, my old mattress is a prime example of this. I had this mattress. I paid about \$4000 for it. It's just a conventional synthetic mattress. And I had it for probably 13 years.

And at the end of that time period, it was so heavy because it was just this huge disgusting sponge full of my dead skin cells and toxins. It's totally disgusting. It took three men to carry it out because it was so heavy. It was disgusting. It had this Homer Simpson lump in it where my body slept that was indented in the mattress.

Claus Pummer: Dr. Klinghardt is a good one. Anytime I heard him talking—and actually, he did some testing on it. He found out every mattress gains 6.7 pounds in a year. That's Dr.

Klinghardt's magic number.

And so your mattress was heavy from the beginning anyway, but it will make the mattress, 13 years by seven pounds, this is 100 pounds. It's a human body, right? So you add a third person sleeping in your bed.

Wendy Myers:

Yes, a human being worth of mite poop.

### 39:30 RAW MATERIALS IN THE SAMINA PRODUCT LINE

Claus Pummer:

So what happens with SAMINA, SAMINA products, they're all exposed to the environment. Nothing is really enclosed. We only use organic certified cotton. We have this German merino wool. The reason is we're very picky with our sheets.

For all animal lover and vegans, our sheeps get washed by hands three days before we sheer the wool to make sure the high contents of the lanolin, the feather of the wool exists.

And we don't have to use any byproduct chemicals. We do know in countries like New Zealand, Australia, Turkey, other European countries, there's really mass production of wool. It's a very cool business. They have about seven seconds time to shear the entire wool and they always use a lot of chemicals to spray in the wool to make it ready for export in foreign countries to make sure all the insect and whatever—you know they don't wash them by hands. So obviously, when you see a sheep, it's minus this thick, heavy four or five inches thick of wool. There are all kinds of creatures living in there.

But in Germany, we can avoid this issue with washing them with natural hand soap. And then SAMINA is very picky. We only use the needle wool. What is the wool? Back on the merino kind, the merino is the species of the sheep that we're using, the back of the sheep has the most sun exposure.

It's just so important for all natural materials. And so this is the best, most expensive wool. And this wool is very hard to get in the garment industry, the fashion industry, all the high end labels that try to purchase this wool to make the suits and the clothing out of it. But the owner of SAMINA has a very good relationship to the sheepers and to the

raw sources.

So, we're spending a lot of time and effort to keep the quality of our wool. We will not make the shortcut and try to lower the product price to buy wool from other countries. And then this is rinsable anyway.

SAMINA does not do shortcuts. The product is maybe more expensive and maybe the most expensive mattress you'll ever purchase in your life, but it's like all good things in life. When you spend more money in the beginning, you're most likely can expect a longer time of use. And from the first second on you sleep in the SAMINA bed, you can start experiencing benefits.

And this is where I'm getting very curious. We spend so much time and effort in active life to be healthy. And that starts with our purchase of organic food. But it takes effort. You cannot walk anywhere to find organic food. We have certain diets in mind—either Paleo, Dave Asprey or Mark Hyman. There are many leaders that would recommend certain diets. So we have to study the recipes and we have to make sure we buy accordingly to the recommendation.

We do use our Vitamix [...] To make a smoothie in the morning, it takes 10 minutes, including when you have to clean the thing. And then you have to drink it. We do go to the gym. We do yoga. So it's all active activities. We really go out in the sun and we walk around barefoot and we try to live a healthy life. This is all what we do in active.

But anytime you go to bed—and we all go to bed every night. It doesn't matter if you go late or early, we still know we have to go to bed. And we'd be buying any mattress, whatever is convenient at this present time.

And that's the reason why those online mattress companies show up in the market. We do know mattress purchasing is a very unpleasant experience. And I agree with people. When you go to a conventional bedding store where you see 50 mattresses, it smells like a morgue in there like 50 dead people lying around there.

"First of all, this doesn't smell nice. This doesn't look nice. And I would get totally confused what mattress to buy either. I never could make a decision in either a 1-hour or

maybe half an hour time."

Now all these online sales companies show up to ship you a mattress for free to your home. When you don't like it, you can hand it in 8 to 12 days, you turn it back. That's the end of story and you start over again.

But what I'm saying is when you buy a mattress, spend some time and you really look into what are the benefits, "What are the benefits for me personally?" First of all, "I am in the place to look for a mattress. I should think about it." You should make the math.

For example, I'm 40 years old, I purchased in the last 10 years three mattresses (so every three and a half years). I spend maybe \$800 for each of them. So it's \$3000 in 10 years. Maybe I spent \$4000 like you did. Then I spent already \$12,000.

So make the math. How much money you spend in a certain time period? And then look into a product, and then see, "What is [...] on the mattress?"

So really write down the list. I want people to come to my store with a list of issues they have—back pain, sweating, discomfort, "I cannot sleep," you name it. You name what problem it is. You name any problem even if it has nothing to do with sleep. There's always a connection to sleep somehow.

And then come with those numbers to us and then we find out, first of all, "Look, this is how much you spent already." We acknowledge this. And this is now maybe your solution to your issues. So let's really go over point by point. You can see how much I can really help you to improve those issues.

"Hopefully, I can address all of them and hopefully you can do some minor lifestyle changes. Again, what I said, nutrition, exercise and a positive lifestyle should definitely lead to a better sleeping environment too. But let's do this altogether and then make the decision based on facts and based on what you think you can really experience."

And then all of a sudden, you will turn around this passive life to full amount of benefits. While we are maxed out, we cannot do more things during the daytime. There is no way I can do one more thing than what I'm doing right now. I'm done. The end.

Wendy Myers:

Yeah, me neither. I was going to say that that's why I love the SAMINA sleep system because one of the problems I have during the nights, I wake up because I'm hot. And with the SAMINA sleep system, because you have the merino wool wicking away moisture and you have the wooden slats underneath that that are breathable.

And you recommend a bed frame where the slats lay on top of that so there's air coming up underneath it. And in a typical bed, you got a boxed spring, so there's no breathing underneath you.

## 46:07 ACHIEVING A GOOD NIGHT SLEEP

Claus Pummer:

There's actually a good story. I do deliveries of course on my own too to really be back to normal life. The thing is people don't know anymore what the good night sleep is. Who sets the guideline? Everybody has his own personal guidelines.

And I think 90% of people in the world don't know what a good night sleep is—actually, the owner and founder of SAMINA, it's a very big deal for him and he says, "Except the SAMINA sleepers. They know what a good night sleep is." We really have no benchmark. No one really teach what standards we have.

We have standards for other things in life. There are our idols and there are all our mentors. There's the common sense. But personally what is, for you, a good night sleep? Turning and tossing 200 times, sweating in bed? This doesn't consider for me to be having a good night sleep, right? Not dreaming is not a good night sleep.

So there are so many things. What we want to do is we want to bring awareness on what is really a good night sleep.

In one of my deliveries, I picked up the old mattress and there were cats in the house and the cats are smart. They like to hide somewhere. So in this case, in the box foundation, the cats made it their home. So there were about six cats hidden the box foundation. When we lifted up the old mattress, they're living in there. You cannot even imagine what kind of exposure that cat can be found under there.

I know there are a lot of animal lovers. I do love animals too and I don't mind that you have them, but animals should not be in your bedroom, period. The bedroom is not designed for animals. They should have their own room. They can either sleep outside or inside, it depends on what animal you're using. And they can be in any part of the house, but not in your personal room. This might create an issue as well.

However, it was very interesting for me, the box foundation said there's no living space for cats. And then of course, you cannot vacuum clean under there, so the dust exposure was huge. And of course, the person who made this investment in SAMINA, she had trouble

with allergies. And of course you know this comes from what I found there and you've not been [...] clean.

It's also simple things, to have a shower before going to bed. I know showering sometimes takes time like shaving (it takes seven minutes in average). But you sweat all day, you run around all day, we have outdoor pollution [...]

A quick two minute cold shower, warm shower, whatever will definitely make your better sleeping environment and helps you sleep better in any bed. So there are lots of things that should be done.

**Wendy Myers:** Yeah. I always take a shower before bed. I don't understand the waking up and taking a shower. I mean I do, but I want to take a shower after my day when you've been dealing with toxins and chemicals and allergens and all kinds of stuff all over your body. You want to wash that off before you go to sleep and get into your bed.

**Claus Pummer:** Yes, absolutely.

## 49:00 TOXINS IN YOUR BED MATTRESS

**Wendy Myers:** And so let's talk about toxins.

**Claus Pummer:** Yeah.

**Wendy Myers:** This for me is one of the biggest problems with mattresses—chemicals, fire retardants, formaldehyde, glues, solvents and all kinds of other things that are even used in supposed organic mattresses. So why is it important to have organic bedding and an organic mattress?

**Claus Pummer:** Again, the products, we talked about it. They have an exposure that maybe it's harmful for the human body. It's pretty simple.

Again, when you buy organic food, you will never buy food—[...] you would put it in your mouth while you know it goes right in your body. And similar is the sleeping environment. We should really pay attention to avoid so much chemicals and we can.

Actually, nature is very powerful. For example, naturally, merino wool can actually not burn. It's [...] It's fire-resistant naturally. So nature already designs its products to make it almost impossible to inflame.

A synthetic material, especially the petroleum-based, they burn much faster. For example, synthetic curtains in night clubs. Maybe you heard this about these horrible accidents in some of the night clubs in the world where people die while someone smoked a cigarette and everything goes in flame.

All the synthetic materials in our home furnishing products, in all our couches, in our dining chairs, all the fabrics are used, and then of course, in our mattresses. No one is really smoking in beds anymore. That was very popular in the '60s. So there's definitely one hazard less. But then again, this doesn't mean that something can happen.

And naturally, it doesn't make sense to me. We are nature. Humans are nature. We are nature. We should spend a lot of time outside. We are 90% all the time inside. That is the problem too. We spend very much time indoors instead of being outdoors. We are nature and nature should be surrounded with us.

And this is what we want to go with SAMINA. We carefully researched those raw materials, those wooden slats, [...], the natural rubber from the rubber tree, the process under the toluene rubber [...] and the pure merino wool and the pure silver. They're all natural materials. They're not refined or whatsoever.

And in SAMINA, we also guarantee we do not do any alteration after purchasing this product. And this is the problem, what I see sometimes with maybe others or maybe with some of the standards, we do know there's a certain certification on the market. Most of the organic mattress companies worldwide are using the gold standards that we use it as well. But this doesn't mean after purchasing the raw material that something is done to it. We have no control over this.

As a consumer, you make your own findings and spend many times on a bed. When you come to a showroom and open the product, really touch it with your hand and see if you have a chemical reaction, smell it. Spend more time in it. See if you get the headaches, pay these little tiny things a little bit more attention during this time and see if there are any negative effects or just feels only good.

And we're in the world of functional and integrative medicine, and energetically speaking, most of the people, the doctors that I meet, they always give us big time hand-up on the benefits on the SAMINA products also energy-wise.

So with muscle testing and other ways to test people, they see the extremely, extremely positive benefits to be surrounded in this product.

Wendy Myers:

Yeah. I had a really bad experience with a Tempur-Pedic mattress, which is the memory foam type mattress. I bought one well over 20 years ago. And I got it because your body syncs into it, "Oh, this is amazing." And I slept so good on it initially.

But I noticed when I got it, it smelled horrifying because of all of the chemicals that are used to make the materials in the memory foam. And even when I would put sheets on it, I could still smell that smell and then you're breathing that in for eight hours. And people wonder why they feel like crap when they wake up in the morning and then eventually get sick.

I eventually just gave it to a friend. I think I spent \$3000 or \$4000 on it 20 years ago, which is a lot of fortune.

Claus Pummer: Yeah.

Wendy Myers: Yeah, and so a lot of people are buying mattresses they think are healthy for them. And if you're buying a mattress that's not organic, you are breathing in massive amounts of chemicals all night long and it's a recipe for disaster.

Claus Pummer: Yeah. And again, some people are lucky because they never have side effects. But I also was about to say, the sleep, we know it's already important for various reasons. We [...] Why are you not really spending the most money in your sleeping environment when you know you get so much benefits and you spend so much time?

Sleep should be luxury. It should be the most, best thing, whatever you have done in your life to go to bed and feel the material, real comfortable.

In SAMINA bed, especially we do recommend to sleep naked for various reasons. Any kind of bra or underback interfere with your blood flow. And this maybe can lead also to cancer. Bras, in your show right now, I learned a lot about bras. These days, we've talked to Ben Johnson who was in our show room the last weekend to talk about his new book.

So sleep naked, be surrounded by 100% certified organic materials and start this full luxury, this surrounding of sleep. Again, you get so much time out of it.

You can buy a \$10,000 car, a \$20,000 car, you can buy a Tesla \$420,000 car. It's fantastic to be environment-friendly and not taking petrochemicals or petroleum to drive from A to B. But you still can drive with all the cars to any destination you desire. The only difference is the comfort. We we do need to pay attention on it.

But the comfort, we'd pay a little bit of attention. I heard people, "Oh, this is comfortable." That's not good enough for me as a holistic sleep coach. I want you to tell me the SAMINA bed is comfortable. But being more important, "This feels right and I get benefits. And I'm sure there is nothing harming me." This is important.

To be comfy in a mattress for a short time, this is a very easy thing to fix. Any time you buy new mattress, you feel better the first couple of days or months. But then long term, you make sure you really get those benefits from it.

## 55:57 THE MOST PRESSING HEALTH ISSUE IN THE WORLD TODAY

Wendy Myers: I have a question I like to ask to all of my guests. What do you think is the most pressing health issue in the world today?

Claus Pummer:

Yeah, I definitely would say human inflammation. To be disconnected from earth, to wear shoes all day long and be surrounded by our phone and our cellphones, I think is the biggest.

The impact is not really known yet. There are a lot of studies in the European groups, especially from Sweden. And it's very interesting, Sweden is the country who formed metal spring mattresses. A lot of good mattresses in the olden days where out of Sweden, they still are today. But in Sweden, we have a lot of scientists, and they show this over and over again. The exposure of these electromagnetic field and radio frequencies create a huge entire problem for our internal health.

And I think human inflammation is definitely putting a toll on us. When we have inflammation, we cannot heal proper, there is no question asked. And then also when we don't sleep proper, this becomes a cycle. So I think this is definitely a big deal.

Nutrition, I think we're getting under control. There are a lot of good people out there talking about better nutrition and the industry is changing now. We find option to buy organic foods and eat more healthy.

There are plenty of spaces to do exercise. You can sign up on a gym in any corner and you can do stuff on your own. And then [...] back in the sleep world. So it's very interesting.

I do a show once a year called Sleep 2016. This show is crowned the best this year in Denver, Colorado. And this is the show where sleep talkers go, about 4000 from around the world.

Wendy Myers:

Oh wow.

Claus Pummer:

And I asked all of them, "How do you sleep? How many hours do you sleep?" And the findings are incredible. Even my sleep doctor doesn't sleep. He doesn't sleep. How do you think he wants to look after me, not sleeping? I ask him. And they ask me, "What do you mean to go organic?" They could not make this organic connection to the mattress and to the sleeping environment.

Wendy Myers:

Well, that's like having a crazy therapist to help you with your mental problems.

Claus Pummer:

Yeah. I'm not saying that western medicine is bad. But the western medicine has to— chances, when I need my arm fixed when I break it, I have to go to doctor and get it fixed. I would question like more taking pills and any kind of western medication.

Maybe I know, first of all, they're hiding my symptom, they really don't address it and then maybe creating other problems in my human body.

And look at the advertising in the evening when the pharmaceutical industry does their advertising. They're talking more about what might happen to you than what's not

happened to you.

Wendy Myers: I know. It's so funny that they have to do these disclaimers of all the side effects, including death. It should be illegal. Advertising should be illegal.

Claus Pummer: Again, I'm not saying SAMINA is the ultimate solution for everyone. Everybody's different. It starts with a positive mindset. And actually, it starts with the positive thinking to really start spending a little bit more money.

Think about it. Your body has a dollar value. So when we are born and when we die, there's 80 years. And in this 80 year, my human body generated this much amount of income. And there is really a poor net value to the body.

The government actually knows each human will pay so much taxes each year right there. We are, for them, nothing else, than a number. They know when we go to work, we chip in to social insurance and we pay taxes on our income.

So there is a dollar sign in our human body. I'm sure everybody will agree my human body is the most money worth in the world. I'm worth \$5 billion or \$2 million. Everybody can make his own number. But there will be a number and this will be, for everyone, a big number, believe me.

No one will say, "I'm nothing." And I would be for sale today, I don't want to get 10 camels. I like to get a whole herd of camels.

So, make this magic number. What is your health worth? What is your body worth? What do you think you will generate? And put this dollar sign against the purchase of the next mattress. Use 10%, 5%, 1%. Anybody will be able to buy SAMINA beds. That's all what you have to do.

## 01:00:30 WHERE TO FIND THE SAMINA SLEEP SYSTEM

Wendy Myers: Can you tell the listeners more about what you do and where they can find you, where they can learn more about SAMINA sleep system?

Claus Pummer: Yeah, so first of all, we have a lovely homepage, which is called [JustHealthySleep.com](https://www.JustHealthySleep.com). You can also go to the brand page, [SAMINA.us](https://www.SAMINA.us). It's not .com. It's .us or .ca for Canada. And it will lead direct to us to meet, Claus & Denise Pummer.

We do have a physical retail location in Pasadena, California. It's by appointment only. But I do take my time with my customers to really—especially when they come with their list—make sure I have plenty of time and there's no interference with my daily business or anyone else to look after you.

This is a very specific experience. I really want to give you my full attention and my knowledge about sleep.

And then of course you can email us to [sleep@SAMINA.com](mailto:sleep@SAMINA.com) and send us any sleep-related question you might have, any question about the product and any price-related question.

The product, again, let's talk about prices a little bit. It depends on what size we're looking for. There are European sizes. They're slightly more cost-effective, especially when you buy my gorgeous bed frames. We do over a whole full line of bed frames with organic oil finish and solid wood and 100% metal-free, which is a piece of art from master cabinet makers out of Italy cruising the Austrian border.

And I love these guys. They have the same upbringing that I do have. I'm a master cabinet-maker. I trained 24 years ago in Germany. We speak the same language. And I do a lot of design work right now to design my own frames.

And then of course, we have the basic sleep system—the wooden slats, the rubber. And then, we'll talk about the starting. The twin bed about \$4500. It goes up and it can be \$8000. And the king, about \$10,000. And then we do have accessories.

What the conventional bedding industry will not address and they will not really talk about are the grounding pads. What we'll add is the two pillows and of course the comforter.

The comforter actually is a really big deal. I don't want to miss. And most of the comforter contain goose feather and down, what is absolutely the wrong product. They are full of house dust mites. They don't let you breathe and remove moisture, whatsoever. You're either too hot or too cold. You never have the right temperature. So I'm very, very picky now with this office, what is covering us to really make sure we learn more about the comforter and make sure we're buying merino wool.

Merino wool has these fantastic benefits with cooling you in the summertime and keeping you warm in the winter time. And even each night, it has this function of first, cooling, then warming, cooling, warming.

Each person is different. Each person has their own furnace. I'm most likely much more hotter person than my wife. She's on the colder side, but she we get the same benefits under one big blanket.

And then we sleep naked together, very present.

Wendy Myers: That's very important.

Claus Pummer: Yes. You want to keep it all in the same room and have this very unique intact family life

for this intimacy. And it's to be with the person that you love the most of your life and you've decided to—

And I also think this is also a responsibility for us. When you are a family father or a husband or you're a wife, you should address this issue. And then if you're both not on the same page in this purchase decision to buy your healthy mattress, to invest in this together, then I think you're irresponsible for your partner while your partner sleeps in the same bed and you say, "I don't give really F what's happened to you. I know already we have metal spring mattress that has 5000 millivolt, but I don't feel like spending money right now." I think this the wrong approach.

We should be responsible for us, for our spouse who is with us in bed. And even more when you have kids. Our kids, we want to make sure that parents are around. They want to make they see their grandkids and be aging nicely and turning maybe 90 or 100 or older. And really enjoy our kids.

You spend so much time and effort to raise them with our ideas, what we have and be a good example. And I think you should be, as a parent, a very good example about sleep hygiene and [...] making this stuff to pull your kids. They have to learn this from their parents.

Wendy Myers: Website should be SleepNaked.com, not [JustHealthySleep.com](http://JustHealthySleep.com). That's a website...

Claus Pummer: And also, guys, the toll free number just for the record. Feel free to call me. One of us will pick up the phone. It's (877) 494-1091. Again, it's (877) 494-1091.

## 01:05:23 HOLIDAY SPECIAL FOR THE SAMINA SLEEP SYSTEM

Wendy Myers: So why don't you tell me about the holiday special that you have coming up?

Claus Pummer: Yeah. So we want to make the holiday more exciting for our audience, especially when you're considering this for a while already to really finally invest in your sleeping environment and in your own health. We, for sure, will give you the two free pillows with a retail value of \$700 for the purchase of the basic system, what contains the two wooden slats, the wrapper and the wool topper.

When you additionally will purchase the two grounding pads, we will extend our offer to a duvet on top of the purchase for a net value of about \$1400. No charge for the Christmas holidays when you place the order until Christmas.

Wendy Myers: So what do they get when they purchase the grounding pads?

Claus Pummer: When they purchase the grounding pads, we will give them a comforter, a duvet.

Wendy Myers: Oh, a comforter, yes.

Claus Pummer: ...matching the bed size. So you will not pay for the pillows and you will have no charges for the comforter. You have 100% complete solution to really cover all our good night sleep.

I think it would be a fantastic promotion and I want to encourage people to make smart decisions for Christmas. We'll be running out of ideas for Christmas, right? We maybe want to buy another car. It's nice, but you can postpone your car purchase. Drive your car another year, don't go to the car dealer during the holidays. Come to [JustHealthySleep.com](https://www.healthy.com). Take advantage of this one in a time, lifetime promotion we have and really get to proper sleeping solution and start sleeping like a baby.

Wendy Myers: So if they want to go to a showroom and test it out or do a test drive, they can go to either Pasadena, outside of Los Angeles. You said Dallas, correct?

Claus Pummer: Yeah, I did Dallas. It's by appointment only with one of our functional doctors. It's a very nice environment to go as well. We also have a retail partner in the San Francisco.

The best thing is please contact us and we'll find the best way how to see this batch. Also, actually, what's happened very often when people are coming from the east coast and you want to make this purchase decision, but you're not 100% sure, then you fly to Pasadena and you will make this purchase decision during the afternoon spending with me. We will reimburse you \$600 for your flights.

Wendy Myers: Oh wow, that's interesting. Do you have a show around Toronto or did you just use to have that?

Claus Pummer: I'd be happy to show them to Toronto and now unfortunately, I had to pull the plug on this one. My reputation with the Canadian market is so good. I don't need to show them anymore.

Wendy Myers: Okay, great. I was really blown away, like I said, when I went to the Bulletproof Conference and I lay it on this. I heard that angels sing and had this aha moment. My back pain went away. So I just had to have you on the podcast to expose my audience to these beds that are truly revolutionary and can revolutionize your health as well.

Claus Pummer: Thank you.

Wendy Myers: Yes. Claus, thank you so much for coming on the show. That was so informative. All of my clients coming to me, the majority of them have problems sleeping. And even if they don't feel like they have problems sleeping, they could be getting a better quality night sleep. There are just so many factors affecting our body's state that interfere in getting that deep restorative sleep.

So everyone, if you want to purchase the mattress, you can go to [JustHealthySleep.com](https://www.healthy.com). Be sure to use my promotional code, Wendy, to get 5% off your purchase. It's very, very important. That 5% will save you a lot of money. So thank you so much for coming on the podcast. And again, go to [JustHealthySleep.com](https://www.healthy.com) to learn more.

And everyone, thank you so much for listening. You can learn more about me at [Liveto110.com](https://www.liveto110.com). You can go check out my detox and healing program [MineralPower.com](https://www.mineralpower.com) where we address the three underlying root causes of health issues, which are toxins, metals and chemicals, infections and energy-disruption in the body.

Thank you so much for listening. My name is Wendy Myers. Have a fantastic healthy day.