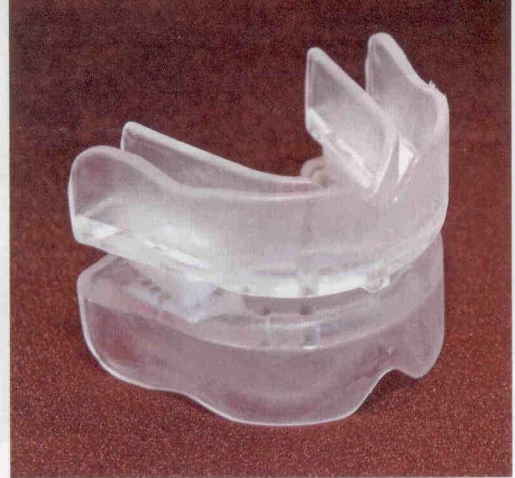


Simple invention solves a tiresome problem



Snoring can be a nightmare, but an innovative new anti-snoring product that is effective and cheap can help ensure a good night's sleep

Laugh and the world laughs with you, snore and you sleep alone.

Anthony Burgess, English novelist

Snoring is no laughing matter. It is estimated that up to half of the population snore sometimes, with a quarter being habitual sufferers. The snorers, as well as their partners, families, and even neighbours, can experience chronic tiredness and irritability as a result of interrupted sleep, and in severe cases snoring can kill. However, Sleepworks Products Ltd, a start-up company based in Colwyn Bay, North Wales, has developed a simple, effective and user-friendly device, called SnoreKil, that puts an end to sleep disruption due to snoring.

Why we snore

When we are awake, the muscles of the tongue, throat and soft palate hold the throat open, so that air smoothly enters the breathing system. During sleep these muscles relax, narrowing the airway and causing air turbulence, which results in the noise of snoring. The noise level of snoring can reach up to 140 decibels, as loud as a gunshot and louder than a rock concert or jet engine! Other factors that increase the likelihood of snoring including colds and allergies, alcohol and drugs, and being overweight. Interestingly, the absence of gravity pulling on

muscles means that astronauts hardly ever snore in space!

Sleep apnoea

In extreme cases, airway narrowing is so severe that the sufferer stops breathing completely. Fortunately, the brain detects this and sends a signal to wake up and start breathing again. This can happen hundreds of times a night without the affected individual being aware of it. Sleep apnoea results in daytime sleepiness, and the resulting reduction in reaction time, vigilance and concentration can be lethal.

Untreated, undiagnosed sleep apnoea individuals are more lethal on our roads than individuals who have been drink driving.

Melanie Marshall, sleep scientist

An award-winning product

The SnoreKil device, developed by Sleepworks Products Ltd, is an oral mould made of soft vinyl that fits comfortably around the teeth of the snorer. It is easily adjustable by the user to prevent the lower jaw sagging backwards during sleep. SnoreKil has several advantages compared with alternative anti-snoring solutions. It is non-invasive: no surgical treatment is involved and no special fitting is required. It is soft, gentle and comfortable to wear, and is easy to assemble, with no fiddly screws. Most important of all, it is effective and costs half the price of its leading competitor products. All of these benefits have led to SnoreKil being awarded a silver medal at last year's British Invention Show and a bronze medal in the health section of the Geneva International Exhibition of Inventions – the world's biggest invention show. ■



Profile

Product Anti-snoring device
Applications Prevention of snoring
Contact Paul Cattell, Sleepworks Products Ltd, 18 Elwy Road, Rhos-on-Sea, Colwyn Bay, Conway LL28 4SB, UK
 Tel +44 (0)1492 541886, email pcatt@hotmail.co.uk

For more information please circle **5104** on the reader reply card