

PrimeEffects

Sales Survey Shows Customers Buying Sleep Mask For Travel

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Philip Jepsen, CEO and founder of PrimEffects, reports that sales surveys on their Amazing Sleep Mask show that customers are buying in increasing numbers for travel and vacation. PrimEffects is a consumer products company focused on specialty products in the fields of health and safety. The Amazing Sleep Mask is a refined sleep mask with facial contouring, a widely adjustable strap and fit, and ear plugs for sound reduction.

"It makes sense that we would be seeing responses from people traveling," says Mr. Jepsen. "Especially this time of year. We're rapidly coming up on the busiest travel day of the year, and people will be spending time away from home, in unfamiliar environments with distractions and all else and, often times, trying to sleep or get rest on an unusual schedule. A sleep mask is great for this, and ours is one of the best."

The Amazing Sleep Mask has been updated to incorporate several features based on customer requests and surveys. Among the updates is a new strap with a slide adjuster. This replaces the previous Velcro adjustment, and eliminates snags. It adjusts to fit head sizes from small child to double XL adult. The coverage area of the mask has also been increased, but with the use of a lighter, more breathable material,

the overall weight of the mask is lower. It remains cool against the skin and is safe to be worn with makeup.

"This is a mask but we often call it a sleep system," says Mr. Jepsen. "It comes with ear plugs to block sound, and the light blocking of the updated mask is, in a word, amazing. When you've got this on you're about as isolated from the world as you can be while still being in it."

The Amazing Sleep Mask sleep system is available on Amazon, and comes with a satisfaction guarantee.

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PrimeEffects specializes in finding and making available quality items that are in high demand. Some items currently offered are Sleep Masks, All-Natural Skin Cream with Manuka Honey, a few high quality First Aid Kits, and more.

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The logo for PrimeEffects, with "Prime" in blue and "Effects" in orange, both in a bold, sans-serif font.

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