



## Mellow Sleep Launches the New CloudAlign Pillow for Personalized Neck Support

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Mellow Sleep, a leader in redefining sleep comfort through the rigorous application of sleep science, today announced the launch of its most anticipated innovation, the Mellow CloudAlign? Pillow. This groundbreaking mellow pillow, already voted the Softest Pillow of 2025 and a viral sensation as the #1 Selling Pillow on TikTok, is meticulously engineered to solve the universal challenge of achieving perfect, personalized rest. Approved and endorsed by top chiropractors, the CloudAlign? Pillow from Mellow marks a significant departure from the one-size-fits-all approach of traditional pillows, empowering users to achieve their ideal spinal alignment.

In a market saturated with pillows that force a compromise, Mellow Sleep addresses the widespread issue of sleep debt, neck strain, and perpetual tossing and turning. The Mellow CloudAlign pillow confronts this challenge with a patented ergonomic design, born from Mellow Sleep's years of biomechanical research. This premier mellow pillow features a sophisticated 6-Zone Comfort contour system, which provides targeted support to the head, neck, and shoulders. The unique design of the CloudAlign pillow ensures perfect spinal

alignment by delivering a precise neck lift and crucial pressure relief, making it the ultimate solution for side, back, and even stomach sleepers.

The innovation within the Mellow CloudAlign® Pillow extends beyond its multi-zone surface. The pillow is powered by Mellow Sleep's proprietary SwitchFit® dual-height system. This unique feature offers two distinct support profiles in one pillow: one side stands at 3.5 inches for those who prefer a lower loft, while the other is 4.3 inches high for those desiring more substantial neck support. Users can simply flip their CloudAlign pillow to choose their preferred height, a level of customization unique to the Mellowbrand.

"People are tired of waking up with a sore neck, constantly battling a pillow that flattens or feels wrong," stated Jay Yue, CEO of Mellow Sleep. "With the CloudAlign® Pillow, we are offering a responsive, intelligent sleep system. The endorsement from leading chiropractors validates our scientific approach. This product embodies Mellow's core commitment to solving real-world sleep problems. We didn't just want to make a comfortable pillow; the Mellow team aimed to engineer a tool for better health, and its incredible reception proves people are ready for this change."

Mellow Sleep's dedication to health and sustainability is also central to the CloudAlign® Pillow's construction. The pillow is made with a proprietary, shape-retaining memory foam that guarantees this mellow pillow will not flatten over time. The materials are 100% vegan, hypoallergenic, and antibacterial. The CloudAlign pillow is encased in a removable, washable cover that is OEKO-TEX® certified, ensuring it is completely free from harmful chemicals and is safe for sensitive skin. This commitment to quality materials also contributes to the mellow pillow's ability to stay cool all night.

**Pricing and Availability** The Mellow CloudAlign® Pillow is available for purchase right now, starting today at a special introductory price of \$49. It can be ordered exclusively on the official Mellow Sleep website, [MellowSleep.com](https://mellowsleep.com).

**About Mellow Sleep:** Mellow Sleep is a forward-thinking company dedicated to advancing human well-being through the science of sleep. By focusing on biomechanics, certified non-toxic materials, and user-centric design, Mellow Sleep creates innovative products that provide tangible improvements to sleep health. Mellow's ultimate mission is to engineer a much better night's sleep for a better life.

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## **Mellow LLC**

*Redefining sleep with perfectly balanced comforters and pillows designed for effortless, elevated rest.*

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