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The easy way to get to sleep



EasySleep projects a soft blue glow aimed at either the ceiling or wall that expands and shrinks directing the user to match his/her breathing in time with the glow.



Simpro Showcases NatureSpirit-Branded EasySleep Sleep Assistant

CHICAGO— NatureSpirit, a brand of Simpro, is showcasing its EasySleep sleep assistant at the International Home + Housewares Show, here. EasySleep projects a soft blue glow aimed at either the ceiling or a wall that expands and shrinks, directing the user to match his/her breathing in time with the glow.

According to the company, this breathing exercise naturally takes the user's mind away from waking thoughts, and creates a natural state of relaxation. Over several minutes the device's speed slowly decreases until it automatical-

ly turns off. EasySleep is completely quiet, so sleeping partners are not disturbed.

Based on scientific research, traditional health practices and ancient Yoga breathing techniques, Simpro claims that proper breathing can improve day-to-day health as well as sleep patterns. Deep breathing works to activate the parasympathetic branch of the involuntary nervous system causing a "relaxation response" in the body. Muscle tension drops, stress levels go down, heart rate variability (HRV) becomes smooth, blood pressure normalizes

and mood becomes softer, the company said.

EasySleep is available now with a suggested retail price of \$69 and comes with a money-back guarantee from NatureSpirit.

Massage Mouse

NatureSpirit will also highlight the JQ-3 Massage Mouse, a computer-based mouse massager, at this year's Housewares Show. The instrument adopts "Human Bioelectricity Stimulation Technology" and is designed to alleviate weariness, stress and headache; provide relief for sore

muscles and stress-related muscular tension; and help prevent occupational muscular injuries, disorders and harmful strain, according to the company.

The JQ-3 massage mouse functions as a high-performance USB optical mouse for computer users while simulating traditional Chinese massage (Tui-Na) sensations to offer muscle relaxation to computer users, similar to a professional massage therapist.

The product comes with one optical mouse, a software installation CD and two pairs of sticky pads with connection wires. One pair of sticky pads

will last for six months under normal use, said the company.

The massage mouse software was developed to drive the five massage actions: rub, knead, tap, roll and acupress. Massage intensity is adjustable in the range of one to 20 and a massage timer can be set in five-minute increments for up to eight. A detailed full-body massage point scheme and treatment suggestions for common symptoms are also illustrated with the driver software to help the user understand and use the massage instrument.

The JQ-3 Massage Mouse will retail for \$59.

Bormioli Rocco Debuts Frigoverre Fun Whimsical Food Storage Assortment

CHICAGO — Bormioli Rocco is debuting Frigoverre Fun, a colorful, whimsical evolution of the company's existing Frigoverre line of glass storage, at the International Home + Housewares Show, here.

Frigoverre Fun includes three options of brightly colored BPA-free plastic lids—orange, green or blue—and decorative floral designs on the glass. The containers feature a space for writing on the exterior of the glass, so consumers can keep track of what's inside.

Freezer & Microwave Safe

Frigoverre Fun can go from the freezer to the microwave. The lids have a see-through top, so that its contents can be identified easier. The lids are also designed to not lose their shape, even after multiple dishwasher washes, according to the company. In addition, the lids have a unique soft rim that fits tightly on the tempered glass bottom to keep foods fresher for longer, and the raised edge is designed for easy stacking.

Five sizes are available in each color: 67.75-ounce square, 33.75-ounce square, 47-ounce rectangle, 17-ounce rectangle, and a 27.5-ounce round.



Frigoverre Fun food storage is offered in several bright colors.