



Seek Together™

What can we learn from Paul on Napping Day?

Sleep experts state that daytime naps can improve many things: from reducing stress to brighten our mood and boosting our creativity. It's scientifically proven that napping can be a positive part of our daily routine, and there are many ways to incorporate it into your life.

At Dow, we believe the benefits of napping is knowledge that must be shared. We've developed a series of illustrations to celebrate Napping Day in which Paul explains the facts about how napping can benefit our health and well-being.

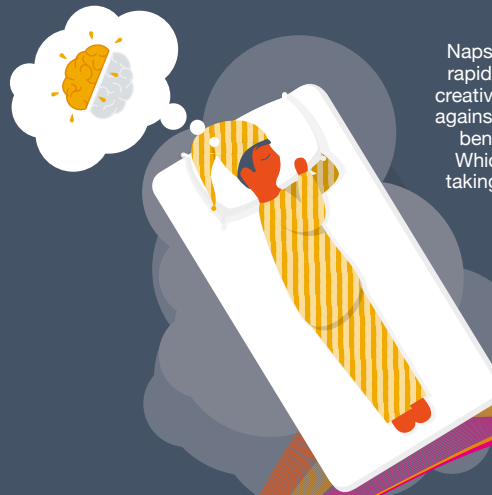
Paul's Napping Tips

Happy Napping Day! Join us in celebrating like Paul who's currently taking a #coffeenap. That's a 20' nap after drinking coffee during which his body gets rid of adenosine, a chemical that circulates when he's tired, helping him wake up refreshed. #belikepaul #nappingday

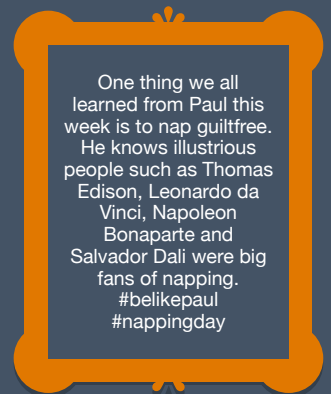


Did you know that you can hack your nap?

Naps earlier in the day are rich in rapid-eye-movement providing a creativity boost. Naps later are best against physical exhaustion as they benefit from slow-wave sleep. Which nap do you think Paul is taking? #belikepaul #nappingday



#nappingday was yesterday but there's no reason to stop the good habits! #belikepaul, he's found himself a comfy chair, even brought his own pillow and eye mask and he's ready to doze-off before returning to his afternoon schedule. Happy napping!



One thing we all learned from Paul this week is to nap guiltfree. He knows illustrious people such as Thomas Edison, Leonardo da Vinci, Napoleon Bonaparte and Salvador Dali were big fans of napping. #belikepaul #nappingday

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These illustrations and texts are part of a campaign celebrating Napping Day worldwide. For more information follow Dow PU and Dow Europe on Facebook, Twitter and LinkedIn.