

There's nothing new about cleaning a mattress. In fact, if you think back, you almost certainly saw your grandmother haul the mattresses out into the back garden on a cold day and beat them heavily for half an hour or more. Granny knew what was good for you! The cold killed the dust mites and the beating removed the mite excrement and some of the other contamination.

Mattresses in those days were much lighter than they are today and housewives had more time. But due to the weight of most mattresses nowadays, which make them hard to carry, and the increasing time pressures of modern day living, people simply don't bother. Couple that with the fact that central heating and double glazing means that dust mites in the mattress breed much faster than they used to in the old days, and we have what is rapidly becoming a major health problem.



Victorian mattress cleaner

In fact, many leading scientists and doctors claim that the massive increase in cases of asthma and allergies may simply be due to the fact that we don't clean our mattresses regularly anymore – and there's scientific proof that 85 per cent of all asthmatics (five million-plus in the UK alone) are allergic to the contents of their mattress. And let's face it, you can hardly switch on the radio or TV, or open a newspaper, without seeing references to asthma and allergies – it's a modern day epidemic.

THE MATTRESS DOCTOR TO THE RESCUE!

Using sophisticated equipment manufactured exclusively for the company, which is based on a mattress cleaning system developed in Europe 15 years ago, The Mattress Doctor offers an in-house mattress cleaning service to homes, hotels and numerous other establishments. Launched in the UK late last year, the company started offering the business opportunity in May 2003.

Since then it has gone from strength to strength. The Mattress Doctor now has 13 licensees in various parts of the UK and operations developing in the Republic of Ireland, Spain, Indonesia and the USA. Enquiries are coming in from all over the world. It's a service for which the time has come – or in this case 'returned'.



It's no wonder The Mattress Doctor is so infectious

Demand is increasing daily as word gets out that the service is available and The Mattress Doctor has been featured in numerous newspapers and magazines, including the prestigious House & Garden magazine, The Times magazine and many others. But in spite of the mass of publicity, most licensees find that most of their work seems to come from word-of-mouth referrals – customers recommending friends and family because they are so happy with the service. And it's not just asthma or allergy sufferers who are demanding the service, it's anyone who realises that it makes sense to clean the mattress as well as everything else in the home.

THE BUSINESS OPPORTUNITY

It's not often that you come across an opportunity with such a huge potential market. It's estimated that there are over 150 million beds in the UK and there is little if any competition. This alone probably accounts for the spectacular interest in The Mattress Doctor to

"You can easily earn £50,000 a year as a sole operator and many times that just managing the business and hiring staff to do the work"

date. It's also a very lucrative business, with profits of over £100 an hour possible for an owner-operator. It's also unusual to find a business with such a high income potential being offered at such a low price.

In order to be able to service potential demand countrywide, The Mattress Doctor is currently offering large exclusive areas at only £8,500. So if it could be of interest we suggest you act soon. The price is likely to increase significantly in the not-too-distant future.

Asthma and allergies affect 35 per cent of the world's population and the link between these ailments and dirty mattresses is becoming more and more obvious



There are over two million of these mites in an average mattress, each producing 20 pellets of excrement a day!

Contact details: for more information on the business opportunity and to download a detailed business prospectus go to www.matdoc.co.uk. Or call **0845 330 6607**.

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