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The Key to Healing

SAMINA Sleep Shop shares specialized system

By Luke Netzley
Pasadena Weekly Deputy Editor

Nestled along South Robles Avenue in the heart of Pasadena, SAMINA Sleep Shop seeks solutions to help people achieve a healthy rest. The business was founded in Austria in 1989 by Dr. Günther W. Amann-Jennson and shepherded across the Atlantic by Claus and Denise Pummer, who opened the company's Pasadena location in 2016. Today, SAMINA provides organic mattresses designed to improve health and well-being.

"Sleep is so foundational to our moods, to who we are as people and to our health," Denise said. "Dr. Günther Amann-Jennson likes to say, 'No matter what the disorder or the disease, sleep is the underlying key to healing.'"

Before founding SAMINA, Dr. Amann-Jennson had a private psychology practice in the Austrian village of Feldkirch. During his 13 years as a clinical psychologist, he noticed that a lack of sleep was a common factor present in his patients, regardless of what individual problems they raised. He decided to develop a "sleep-healthy-concept" to improve his patients' sleep quality for therapeutic purposes.

"He hypothesized that if he could fix this one thing in people's lives and help them become better rested, they would be better equipped to handle their own problems," Denise said. "You don't perform your best at anything if you're exhausted, tired or sleep deprived, so that became his mission and purpose. It's one that we try to carry on today, that only through healthy sleep can you be the best version of yourself."

SAMINA's mattress adopts a layered design that brings together a host of organic materials and structural strategies. The first layer is the flexible slat frame, two layers of configurable wooden slats connected by natural rubber tubes to provide body and spine support. Denise explained that the design caters to sleeping partners with different mattress preferences, as the

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slats can be arranged to increase or decrease the level of support.

"Sharing the same mattress is a sleep disruptor," she said. "Your partner, your pets, they can interfere with your sleep rhythm, wake you up and prevent you from getting all of the benefits you need from deep, restful sleep. The slats are amazing for total back support."

The slats are covered by a natural rubber mattress made with GOLS-certified organic talalay latex to provide superior elasticity and resistance. The naturally anti-microbial mattress also utilizes a breathable design to prevent lasting moisture.

"The talalay rubber we use has pinholes through it, so there's a natural air flow through the bed," Denise said. "The reason is because moisture is what propagates dust mites, mold and mildew."

The next layer is the Lokosana grounding pad made with Swiss biomagnets, sold separately for use on any bed. The pad is meant to rebalance the body's electrical charge, Denise explained.

"There is a positive benefit to the Earth's magnetic field, and in our modern living, especially in big cities, we've distorted the Earth's magnetic field," she said. "The

grounding pad is intended to mimic the gauss of the Earth … so it really feels as if you were standing in a meadow, grounding.

"The big win for SAMINA was that last year they were able to have the Lokosana grounding pad, this specific product, approved as a medical device in the European Union because its proven to work as a sleep aid

The final layer, the wool mattress topper, is filled with virgin sheep's wool encased in organic cotton. Along with having a self-cleaning capability, the wool's fibers help keep the mattress dry and insulated, retaining body heat.

"You need an optimal temperature to sleep well," Denise said, adding that the materials are harvested from free-roaming sheep that are bathed and sheared by hand. "They go through a traditional German process whereby the lanolin in our wool is very rich. Lanolin is what gives wool its

properties. We also consider it a bioactive material because we haven't irradiated it. We haven't cooked it to the point where it's lost all of the benefits of the natural fiber."

Denise called SAMINA's system a holistic approach to sleep improvement, with each product hand-crafted in the Austrian Alps. In Pasadena, her hope is to raise awareness around the shop and the impact that a healthy rest can have on people's lives.

"We love Pasadena," she said. "What we are experiencing today is that we have become the international arm for SAMINA. Just this summer we have delivered beds to Dubai, South Korea, Israel and Brazil. … We would love to serve the Pasadena community more. We would love to bloom where we're planted.

"I wish that we would have a bigger influence to help people sleep better, to make better decisions about their bedrooms so that they can have a healthier sleep environment and then ultimately invest in a proper bed for their sleep."

SAMINA's two-sleeper, queen-size system starts at $11,000, incorporating duties and taxes for shipping from Austria. Denise said the business offers a bundle discount when purchasing a mattress system with a bed frame and called a SAMINA purchase a lifetime investment. The warehouse is local, so customers don't have to wait months for delivery either.

"Our bed is sustainable," she said. "We can replace the natural rubber and we can replace the wool topper every eight to 10 years, then you have a fresh bed.

"One of the biggest foundations of health is go to bed on a regular time, get up at a regular time and have a decent night's sleep. … That's a huge investment in your long-term health."

SAMINA Sleep Shop
24 S. Los Robles Avenue, Pasadena
626-768-0311
saminasleep.com
Open by appointment