**Website**

**Homepage:**

-Remove current paragraph of ‘When you choose PillowCloud Therapeutics…’ and shorten this paragraph to:

Thank you for choosing PillowCloud Therapeutics to enhance your sleep. Your purchase reflects your commitment to well-being, and we are honored to be part of your path to a more comfortable, pain-free life.

By choosing our products, you invest in your health, unlocking additional resources to improve sleep quality and overall well-being. Our carefully crafted pillows offers pain relief, optimal alignment, and a rejuvenating night's sleep.

Join PillowCloud Therapeutics for more than a product – become part of a community dedicated to your health. Pair our products with recommended stretches and exercises for added comfort and improved sleep, supported by how-to-use videos and expert advice for a simple and effective way to alleviate pain and wake up refreshed.

PillowCloud Therapeutics is your committed partner on the journey to a healthier, more restful life.

-change ‘Our Latest Products’ to ‘Our Products’

-change the font on footer ‘Restore Through Sleep’ so not squished/condensed looked

**Mission and About Us:**

-change tab to ‘About Us’

-in ‘About Us’ have sections: ‘Mission’, ‘Values’ and ‘Who We Are’

Who We Are:

PillowCloud Therapeutics was founded by Stephanie Mabee and Colin Oczkowski, motivated by a shared vision to enhance people's lives through innovative health and wellness products.

Recognizing the widespread need for better sleep and pain relief solutions, PCT embarked on a journey to develop therapeutic pillows that not only improve sleep quality but also address various health concerns associated with poor sleeping postures.

Since its inception, PCT has successfully launched several products, receiving accolades for design, effectiveness, and customer satisfaction.

Mission:

At PillowCloud Therapeutics, we're on a mission to revolutionize your sleep.

Founded by Colin, a physiotherapist who identified the needs in his clients, we've bridged the gap in the pillow market.

Our high-quality products not only offer comfort and support but also come with expert knowledge from a licensed physiotherapist on how to use them effectively. Coupled with physiotherapist-recommended resources, our products are essential tools for achieving sustained pain relief and better sleep.

Values:

At PillowCloud Therapeutics, our values center around innovation, compassion, and expertise. We are committed to continually revolutionizing the sleep experience through cutting-edge solutions. Guided by a deep understanding of our customers' needs and led by the expertise of our Physiotherapist Founder, Colin, we strive to provide unparalleled comfort, support, and knowledge for a pain-free and restful night's sleep.

* **Innovation**
  + We continuously explore groundbreaking designs to revolutionize the sleep experience, ensuring our products are at the forefront of comfort and support.
* **Compassion**
  + Rooted in empathy, we approach our customers' diverse needs with compassion, understanding that quality sleep is essential for overall well-being. Our commitment goes beyond products, fostering a caring and supportive environment. We take pride in the positive impact our pillows have on your improved sleep and day-to-day life
* **Expertise**
  + Backed by professional knowledge, our pillows are meticulously designed to provide not just comfort but also targeted support for sustained pain relief and better sleep.

-remove ‘Why PCT?’header and paragraph from this section

**Products**

-this whole page needs to be moved into a subpage for ‘Hip and Knee Osteoarthritis Pillow’

-change ‘Products2’ page to main page of ‘Products’

-create following subpages:

* Pillows
  + Hip and Knee Osteoarthritis Pillow
  + Shoulder pillow (there will be no content for this, just write ‘coming soon’ with the ability for us to open this into a new tab to add content at a later date)
  + Wedge pillow (there will be no content for this, just write ‘coming soon’ with the ability for us to open this into a new tab to add content at a later date)
  + Sleeping pillow (there will be no content for this, just write ‘coming soon’ with the ability for us to open this into a new tab to add content at a later date)
* Accessories
  + Ear plugs (there will be no content for this, just write ‘coming soon’ with the ability for us to open this into a new tab to add content at a later date)
  + Knee brace there will be no content for this, just write ‘coming soon’ with the ability for us to open this into a new tab to add content at a later date)

-in ‘Hip and Knee Osteoarthritis Pillow’ subpage, update the following:

-remove ‘Our’ from ‘Our Hip and Knee Osteoarthritis Pillow’ in header, change colours of PCT above this (green, blue, blue) to all black

-remove current text of ‘Thank you for choosing PillowCloud Therapeutics to elevate your sleep experience. Your purchase of our Knee and Hip Osteoarthritis Pillow signifies your commitment to prioritizing your well-being, and we are honored to be part of your journey towards a more comfortable and pain-free life.

By investing in your health (this pillow), you’ve unlocked additional resources designed to enhance your sleep quality and overall health. Experience relief from knee and hip pain, sciatica, arthritis, and various orthopedic conditions. Our carefully crafted pillow promotes optimal alignment, reduces pressure on your joints, and allows for a restful and rejuvenating night’s sleep.’

And replace with:

A screenshot of a cell phone

Description automatically generated

-replace ‘Click on the condition you’re using this pillow to learn two stretches/strengthening exercises:’ to ‘Click on your condition below to access essential resources that, when combined with our pillow, promise rapid relief and enhanced well-being. Don't wait—start your journey to a pain-free life now!’

-then make each condition bullet point listed clickable to a linked subpage that we can add stretches/exercise videos to

-remove ‘High-density memory foam provides the best support for knees with various degrees of arthritis or post-surgery.’

**Products2**

-as mentioned above, change ‘Products2’ page to main page of ‘Products’

-have subpages as mentioned above

-remove ‘For stretches/strengthening exercises related to one of the conditions below, please contact us at: [PillowCloudTherapeutics@gmail.com](mailto:PillowCloudTherapeutics@gmail.com)’

-remove bullet point conditions listed (that list is only for the Hip and Knee Osteo pillow)

-make it so product reviews (example: Pat from Buffalo) are product specific at the bottom of each Product subpage, but then collect all reviews and have them change every 30 seconds/be able to click through and read through along the bottom of page

**Contact Us**

-replace e-mail icon with PCT logo