

They Said It Couldn't Be Done

On its 10-year anniversary, MyPillow is Selected as the Official Pillow of the National Sleep Foundation!



Chaska, MN - Hello, my name is Mike Lindell and I am the inventor of MyPillow, the official pillow of the National Sleep Foundation. My story begins back in the 1970s. As a teenager, I was extremely frustrated by not getting a good night's sleep. I would toss and turn all night, wake up with a sore arm, my neck would hurt, and I would still feel tired after being in bed for eight hours. All along I knew the problem had to be the pillow. So at the age of 16, I spent an entire paycheck on the most expensive pillow I could find (\$79.00 at the time). Not only did the pillow not help, I couldn't even return it.

Over the years, I continued to test every pillow on the market. I tried fiber-filled pillows, memory foam pillows, down-filled pillows and even bead pillows. I tried all the latest trends hoping to find some relief. In the end, all my problems persisted. Eventually, I began seeing doctors and chiropractors on a regular basis for my neck and lower back pain. I knew my problems would be resolved if I had a pillow that kept my neck supported and aligned throughout the night. Since I had already tried virtually every type of pillow available I set out to create one myself.

I shared my ideas with people and got really excited as I learned many were experiencing the same sleep-related problems as me. At that point, I realized if I could create the pillow I had dreamed of I could help millions of people. At this pivotal moment I decided to go all in and develop MyPillow.

Creating the MyPillow

I did a lot of research and also asked people what they wanted in a pillow. Some of the responses were "I would like a pillow that doesn't go flat during the night," "I want a pillow that stays cool," and "I would like a pillow that I could adjust no matter what my sleeping position."

My first attempt at selling the pillows was at a mall kiosk. Although there were not many sales at the time, I was able to gain exposure and some doors were opened. As it turned out, one of the customers who liked their MyPillow invited me to participate in the Minneapolis Home & Garden Show which eventually led to being approved for a display at the Minnesota State Fair.

Over the next seven years, I continued to manufacture pillows out of a small garage with family and a few employees. I lived trade show to trade show doing expos, fairs and craft shows throughout the Midwest, all the while facing challenges such as being turned down by many retail outlets and being advised not to offer a 10-year warranty or a 60-day money-back guarantee. I was told I would not be able to afford to have all my manufacturing done and my raw materials purchased in the United States and that a patent would be next to impossible.

But hearing so much positive feedback from the customers who used MyPillow helped me keep my dream alive. Many people told me how their sleep had improved. They were no longer tossing and turning as much, it helped to relieve snoring, and the pillow stayed cool during the night. Each person had their own unique story about how MyPillow helped them relieve issues such as snoring, sleep apnea, insomnia, restless leg syndrome, TMJ, neck pain, fibromyalgia, migraines and headaches. At the time, I was not even aware some of these problems could be attributed to a poor night's sleep.

MyPillow Gets Big

On January 2, 2011, the Minneapolis Star Tribune published a human interest story about me. This story helped to promote the MyPillow product and sent sales soaring. In September 2011, my dream of an infomercial was launched. Family and friends who believed in me helped to fund the infomercial. I was thrilled!

Now we are celebrating MyPillow's 10th anniversary. Some of our accomplishments during our first decade in business include receiving QVC's coveted "Q Star Award" for product concept of the year, being named the official pillow of the National Sleep Foundation, being featured on Fox Business News, having the number one infomercial in the country, and participating in numerous radio and television interviews. I am proud to say the company has grown from eight to 600 employees, all manufacturing is still done in Minnesota and we still offer a 60-day money-back guarantee and a 10-year warranty.

A Huge Thank You

I would personally like to thank the five million plus customers who have purchased MyPillow as well as all my employees for living this dream with me. To celebrate 10 years of MyPillow, I am offering a 2-for-1 special for a limited time. I truly believe MyPillow is the best pillow and if everyone had one the world would be a much happier place!

God Bless,
Michael Lindell



In the early days, Mike and his family spent countless hours hand-making each MyPillow and it is this hard work and dedication to "doing it right" that has helped MyPillow become such a classic American success story.

Nam M. wrote, "When I first saw your advertisement, I thought it couldn't be true. But I had to try yet another new pillow just in case. Bothered by a stiff neck, allergies and snoring issues on a nightly basis, I thought I'd never get a good night's sleep. When the MyPillows arrived, I was so happy to see how well the covering was constructed. Sometimes products look good online but arrive and are less than desirable. That first night proved all the other testimonials I'd read were true! We both cannot do without our MyPillows! Thank you."

Jacqueline H. wrote, "I was diagnosed with various sleep issues. Until then I'd had no idea why my sleep was so interrupted throughout the night. I watch Imus each morning and heard endless testimonials about MyPillow. I took Imus' advice and ordered a MyPillow. I now wake up rested and ready to conquer the day ahead. I never travel anywhere without MyPillow. Thank you for helping me remember what it's like to sleep like a baby!"



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