



comfortscience

THE SCIENCE OF COMFORT EXPLAINED

WHAT IS IT?

ComfortScience is the application of science to create materials which deliver the most comfortable experience possible.

Consumers are always looking for a more comfortable experience – because comfort is fundamental to achieving a good quality of life and a sense of wellbeing.

At Dow, we're committed to helping people achieve their ideal levels of comfort. We do this by combining our knowledge of material science with an understanding of how human beings think, feel, sense and behave. We call this **ComfortScience**.

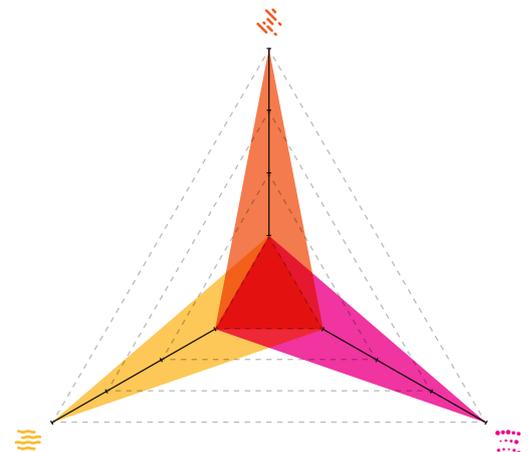
HOW DO WE DELIVER IT?

By drawing on our scientific expertise and technical knowhow, we produce a range of high-quality materials that meet different needs.

At Dow, we've identified three dimensions of comfort to help us do this: **Ergonomics**, **Microclimate** and **Sensation**. By configuring these qualities differently, we can respond to different needs and tailor solutions to deliver the most comfortable experience possible.

EXPLORING THE THREE DIMENSIONS OF COMFORT

-  **Ergonomics**
Optimising the relationship between the weight, shape and size of the body and the material to create a supportive, high-performing system.
-  **Microclimate**
Maintaining comfortable levels of temperature and humidity in the microclimate that exists between materials and the human body.
-  **Sensation**
Understanding a material's textural qualities and its response to light touch, in order to deliver a tangible sensation of wellbeing.



THERE'S MORE TO DISCOVER

At its very simplest, **ComfortScience** is how we develop and apply scientific knowledge to help people achieve comfort. But as you'll discover, there's much more to it than that.

Learn more at comfortscience.com



EXPLORE COMFORTSCIENCE

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