

Sleeping Booties Business Gets Start in Bethlehem

"Zzooties," a new product geared to help seniors sleep better by wearing sleeping socks, was recently launched in Bethlehem.

"It's my understanding that doctors often do recommend that their elderly patients sleep with socks on their feet. Elderly people often experience poor circulation in their extremities. I have read that diabetics, in particular, need to maintain optimum circulation in their feet during slumber," said Lynn Gorman, who owns the new business that markets "Zzooties™ Sleeping Booties." Gorman was inspired to begin the business after she heard about a research study that reported warm feet helps induce sleep. She offers both a ped and a rolled cuff style for looser fit. For more information, call 877-996-6843 or see www.zzooties.com.