

# Pillow Buying Checklist

Five decisions, in order. Settle loft and firmness first; they drive comfort far more than brand or price.

## The five decisions

- Loft (height), settle this first** [Loft Calculator](#)  
Side 4–6 in (where the best pillows for side sleepers land) · Back 3–5 in · Stomach under 3 in. Height matters more than material.
- Firmness** [Firmness Quiz](#)  
Side: firm enough to hold loft · Back: medium · Stomach: soft and compressible.
- Fill**  
Foam holds shape · Latex stays cool and lasts longest · Down is plush but flattens · Shredded or adjustable suits combination sleepers.
- Size** [Size Chart](#)  
Standard fits most sleepers; size up to Queen or King if you move a lot at night.
- Cooling and care**  
Sleep hot? Choose a breathable cover or latex. Want to wash it? Confirm the fill is machine-washable.

## Before you pay

- Trial period or return window you can actually use**
- Warranty length and what it covers**
- Adjustable fill: can you add or remove to fine-tune loft?**
- Protector included, or buy one with it**

### Cost per year

A \$150 latex pillow that lasts about 6 years runs roughly \$25 a year, cheaper than a \$30 poly pillow replaced every year, with better neck support the whole time.