

Beautyrest®



Beautyrest® Super Pocketed Coil® springs provide

Motion Separation

Pocketed Coil® springs work independently to give you undisturbed sleep.

Conformability

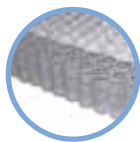
Pocketed Coil® springs respond to your body's unique shape for individualized comfort and support.

Durability

Beautyrest® Mattresses deliver night after night of better sleep.

IT'S NOT JUST *sleep*, IT'S BEAUTYREST™

We call it BeautyFeel™ – the unique comfort that comes from Beautyrest® Super Pocketed Coil® springs, performance foams and luxurious fabrics all working together, providing an unparalleled night's sleep. Completely redesigned for 2010, only the new Beautyrest® mattress offers individually pocketed Beautyrest® Super Pocketed Coil® springs featuring new BeautyPlush™, BeautyFirm™ and BeautyLuxeFirm™ comfort choices for unsurpassed motion separation, conformability, and durability. On the outside, new BeautyStyle™ fabrics and aesthetics provide enhanced visual performance in your store while the new Beautyrest® designs help give your customers unsurpassed comfort and support. After all, it's not just sleep, it's Beautyrest™



Beautyrest® Classic™

- Featuring the unique comfort and support of 800 Beautyrest® Super Pocketed Coil® springs.
- Redesigned BeautyStyle™ luxury fabrics and aesthetics.
- Mega Coil Edge System for an edge-to-edge sleeping surface.
- Triton® foundation with a Power Beam® for 20% greater strength.
- Select models include memory foam for enhanced comfort and support.



Beautyrest® Anniversary™

An achievement over 85 years in the making, this is a Beautyrest® mattress worth celebrating.

- Featuring complete comfort and support of 850 density Beautyrest® Pocketed Coil® springs.
- Redesigned BeautyStyle™ luxury fabrics and aesthetics.
- Total Surround BeautyEdge® Foam Encasement featuring QuantumLock™ for foam rail integrity and sleeping comfort right to the edge.
- Energy Foam™, part of Simmons' patented no flip construction, a support base for added stability.
- Triton® foundation with a Power Beam® for 20% greater strength.



Beautyrest® World Class®

- Features 1000 Density Beautyrest® Super Pocketed Coil® spring unit.
- Luxurious BeautyStyle™ fabrics and aesthetics compliment the sleep surface while AirFeel™ foam quilting and other upholstery PurFoams™ enhance the comfort of the inherent Pocketed Coil® springs.
- Transflexion™ Comfort Technology ensures the bed will feel consistently comfortable throughout the life of the bed.
- Total Surround BeautyEdge® Foam Encasement featuring QuantumLock™ for foam rail integrity and sleeping comfort right to the edge.
- Energy Foam™, part of Simmons' patented no flip construction, a support base for added stability.
- Premium quality foams including NxG® Memory Foam and Progressive Support Latex enhance comfort, conformability and support (select models).

IT'S NOT JUST *sleep*, IT'S BEAUTYREST™



Beautyrest®

Feature	Benefit	Proof & Demonstration
Beautyrest® Super Pocketed Coil® Springs	<ul style="list-style-type: none"> • Provide motion separation for undisturbed sleep. • Conform to the unique shape of your body. • Durable design for years of consistent comfort. • Beautyfeel™ - coils and components working together to give Beautyrest® incredible comfort. 	<ul style="list-style-type: none"> • Lie down on one side of the mattress. Have your partner lie down on the other side and turn over. Notice how the Pocketed Coil® springs reduce the amount of motion you feel as your partner moves. • Explain how there are more springs per square foot of the mattress as you step up the line (800 in Classic™ model, 850 density in Anniversary™ model, 1000 density in World Class® model) • Lie down on the mattress and feel the support in your lower back. Explain how Pocketed Coil® springs respond individually because they're joined at the center. • Testing confirms that Beautyrest® Super Pocketed Coil® springs are more durable than leading competitor springs.
Total Surround Beauty-Edge® Foam Encasement, Featuring Quantum Lock™	<ul style="list-style-type: none"> • Provides a tailored look for aesthetic appeal. • Offers firm, stable seating edge for maximum sleep surface. 	<ul style="list-style-type: none"> • Sit on the edge of mattress and feel the enhanced support provided by the high-density foam rails. • Run your hand along the border and notice how the edge feels solid and stable.
Mega Coil Edge Support	<ul style="list-style-type: none"> • Provides firm stable sleeping edge for maximum sleep surface. 	<ul style="list-style-type: none"> • Sit on the edge of the mattress and feel the extra support provided by the two rows of heavy gauge springs.
Visco Memory and Latex Foams (Select models)	<ul style="list-style-type: none"> • Enhances the comfort level of the mattress. • Contours to each unique body shape. • Gently reduces pressure points. 	<ul style="list-style-type: none"> • Lie down on the mattress and experience the comfort level created by various foam combinations. • Press your hand into a sample of memory foam and notice the impression that remains when you remove your hand. • Sit on the mattress with memory foam and notice how the sleep surface responds to your weight and shape. • Press your hand into the sample of Latex foam and notice how the foam instantly recovers when you remove it.
Triton® Foundation with Power Beam® Strength	<ul style="list-style-type: none"> • Offers superior durability and reduced motion. 	<ul style="list-style-type: none"> • New Triton foundation provides with the PowerBeam® brace for 20% greater strength. • Stand on the foundation to feel the rigid structure and absence of movement. Notice the difference compared to other foundations.
No-Flip Design Featuring Energy Foam™ Base	<ul style="list-style-type: none"> • No need to ever flip or rotate the mattress for the life of the product. 	<ul style="list-style-type: none"> • The Energy Foam™ base adds support and stability to the patented no-flip construction. • Notice how the cover fabric and comfort layers only appear on one side of the mattress.
NxG® Memory Foam	<ul style="list-style-type: none"> • Dissipates heat and keeps at your ideal sleeping temperature. • Recovers Quicker. No "quicksand" feeling that other foam mattresses can give you. • Consistent comfort. Conforms to your body from day one, with no break-in period. 	<ul style="list-style-type: none"> • Third party testing proves that NxG® Memory Foam has 300% better airflow than a competitor.* • Push your hand into the NxG® Memory Foam and notice how quickly it returns to its shape. • Test results prove that NxG® Memory Foam recovers over two times faster than the leading brand. • Put a piece of NxG® Memory Foam and a piece of the leading brand in the refrigerator or freezer for five minutes. Then notice how the NxG® Memory Foam has the same consistent feel, while the leading brand is much firmer. (World Class® models only)
Progressive Support Latex	<ul style="list-style-type: none"> • Next generation latex technology provides individualized gradient comfort and support that allows it to react perfectly to each unique body shape. 	<ul style="list-style-type: none"> • A layer of soft latex is poured over a layer of firmer latex resulting in individualized gradient of comfort and support. • Push on the top of the mattress notice how the latex responds to comfort the shape while still providing support. (World Class® models only)
Transflexion™ Comfort Technology	<ul style="list-style-type: none"> • No break-in period. The will feel the same at home as it does in the store. And Transflexion™ ensures that the bed will feel consistently comfortable as long as you own it. 	<ul style="list-style-type: none"> • Simmons has developed a patent-pending technique that releases any false firmness or loft in the mattress (much like pre-shrinking your clothes). (World Class® model only.)