

# BeautySleep®

## ABOUT THE SIMMONS® BEAUTYSLEEP® LINE

The BeautySleep® line offers Comfort, Support and Durability. These mattresses feature a High Performance Coil System that's made to last. We're talking tempered, heavy gauge coils that are durable enough to last for years and years. Select models also offer Visco Memory Foam BackGuard® support and Foam Encased Edge Support.

BeautySleep® mattresses provide these benefits:



### COMFORT

Luxurious fabrics and cushioning yet durable foams designed for maximum comfort.



### SUPPORT

The perfect combination of a high performance coil system coupled with comfortable foams.



### DURABILITY

As you expect from a quality Simmons® mattress.

The BeautySleep® line features:



### HIGH PERFORMANCE COIL SYSTEM

Our new coil construction provides the same durability that is traditionally associated with the Simmons® BeautySleep® brand.



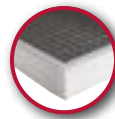
### DAMASK FABRIC

This soothing fabric is super light-weight yet silky and soft. It adds a comforting touch to your sleeping experience.



### STRETCH KNIT FABRIC

Our luxurious knit fabric is comfortable and soft to the touch. The circular knit design adds a gentle touch to this resilient fabric, which provides a luxurious touch for a more comfortable night's sleep. (SELECT MODELS)



### FOAM ENCASED EDGE SUPPORT SYSTEM

Helps provide a supportive seating edge and maximizes the mattress's sleeping surface. (SELECT MODELS)



### VISCO MEMORY FOAM BACKGUARD® SUPPORT

Provides luxurious comfort and extra lumbar support. (SELECT MODELS)



### LATEX

Soft yet supportive to help eliminate pressure points across your entire body. (SELECT MODELS)

THINK COMFORT,  
SUPPORT & DURABILITY.

Think BeautySleep® by Simmons®



# Beauty Sleep®

| FEATURE   | BENEFIT  | PROOF & DEMONSTRATION   |
|---|--|---|
| <b>High Performance Coil Unit</b>   | <ul style="list-style-type: none"> <li>· Provides long-lasting durability.</li> <li>· Offers more appealing profile.</li> <li>· Resilient and flexible coils respond to the body providing support.</li> </ul> | <ul style="list-style-type: none"> <li>· Compare the High Performance Coil Unit with a standard coil unit; notice how the newly developed coil profile unit provides profile, comfort, and support.</li> </ul>  |
| <b>Stretch Knit and Damask Fabrics</b>                                    | <ul style="list-style-type: none"> <li>· Luxurious Knit and Damask fabrics provide soothing, soft feel for more comfortable sleep.</li> </ul>  | <ul style="list-style-type: none"> <li>· Run your hand across the fabric to feel the softness.</li> </ul>   |
| <b>Foam Encased Edge Support System</b><br><small>(SELECT MODELS)</small> | <ul style="list-style-type: none"> <li>· Provides a supportive seating edge and maximizes the mattress's sleeping surface.</li> </ul>  | <ul style="list-style-type: none"> <li>· Sit on the edge of the mattress and feel the enhanced support.</li> <li>· Run your hand along the border and notice how the edge feels solid and stable.</li> </ul>  |
| <b>Visco Memory and Latex Foams</b><br><small>(SELECT MODELS)</small>     | <ul style="list-style-type: none"> <li>· Enhances the comfort level of the mattress.</li> <li>· Contours to each unique body shape.</li> <li>· Gently reduces pressure points.</li> </ul>                      | <ul style="list-style-type: none"> <li>· Lie down on the mattress and experience the comfort level created by various foam combinations.</li> <li>· Press your hand into the a sample of memory foam and notice the impression that remains when you remove your hand.</li> <li>· Sit on the mattress with memory foam and notice how the sleep surface responds to your weight and shape.</li> <li>· Press your hand into the sample of latex foam and notice how the foam instantly recovers when you remove it.</li> </ul> |
| <b>No-Flip Design</b>   | <ul style="list-style-type: none"> <li>· No-maintenance design never needs to be flipped.</li> </ul>   | <ul style="list-style-type: none"> <li>· Compare the topside of the mattress with the underside. Notice the different constructions.</li> </ul>   |
| <b>Triton® Lite Foundation</b>  | <ul style="list-style-type: none"> <li>· Provides strong support.</li> </ul>   | <ul style="list-style-type: none"> <li>· Experience the feel of the rigid structure and the absence of movement; notice the difference on other foundations.</li> </ul>   |