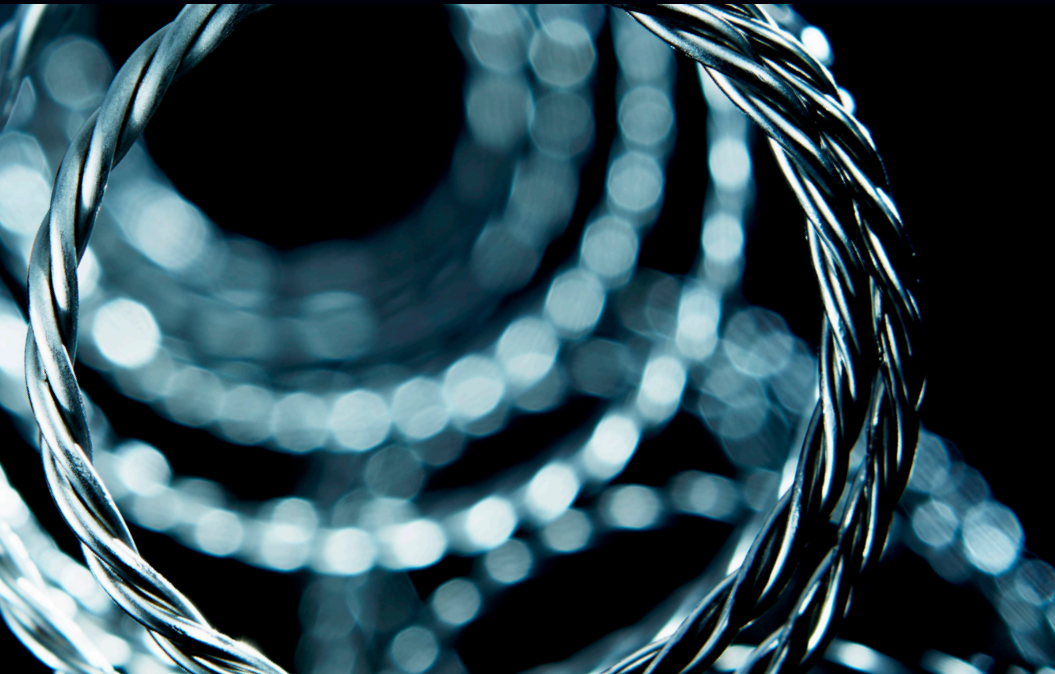




# Beautyrest

## BLACK®



Beautyrest Black® seamlessly integrates luxury and technology for an indulgent sleep experience. Innovative coil structure, intricately engineered cooling technologies, and the latest in pressure relieving memory foams make this line the ultimate choice in luxury bedding.



**WORLD'S PREMIER SUPPORT SYSTEM. TRIPLED.**

**T3 Pocketed Coil® Technology -**

Found only in Beautyrest Black, our triple strand coil provides the best support and durability.



**OUR LUXURY PRESSURE RELIEF, YOUR BEST REST**

**Technoluxe Memory Foams -** More, higher quality, memory foams than any of our other mattresses – reduces pressure points in hips and shoulders.



**FEEL COOLER, SLEEP BETTER**

**BlackICE™ 4.0 Technology -** Our most advanced cooling technology maintains temperature in 4 ways so you sleep cooler and more soundly.



**ANTIMICROBIAL MATTRESS PROTECTION:**

Keeps mattress fresh and clean from odor causing bacteria.

Disclaimer: This product does not protect users against bacteria, viruses, germs, or other disease organisms.

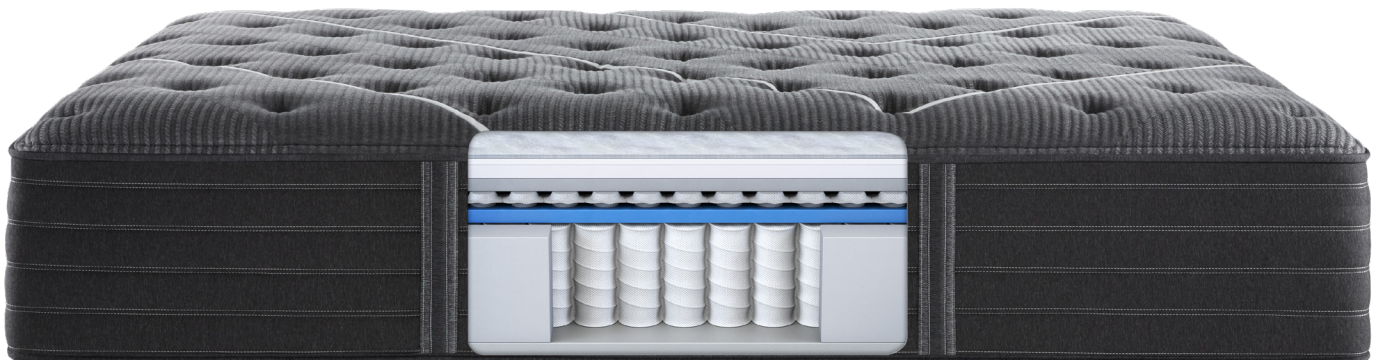



Illustration shows K-Class™ Medium. Other models will vary.

BENEFIT	FEATURE	RESULT	PROOF & DEMONSTRATION
SLEEP EASIER	<b>Antimicrobial Mattress Protection</b>	<ul style="list-style-type: none"> <li>- Keeps mattress fresh and clean from odor causing bacteria.*</li> <li>*Disclaimer: This product does not protect users against bacteria, viruses, germs or other disease organisms</li> </ul>	<ul style="list-style-type: none"> <li>- Keeps your mattress fresh and clean.</li> <li>- Controls odors.</li> </ul>
WORLD'S PREMIER SUPPORT SYSTEM	<b>T3 Pocketed Coil®</b>	<ul style="list-style-type: none"> <li>- Triple strand engineering.</li> <li>- Enhanced support and pressure relief.</li> <li>- Absorbs energy to reduce motion.</li> <li>- Long lasting durability.</li> </ul>	<ul style="list-style-type: none"> <li>- 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 movement you feel. Lie down on the mattress and feel the support in your lower back. Use the torso board and convertible unit to show how the coils conform to your body. Display the strand design using the T3 Pocketed Coil® demo.</li> </ul>
	<b>BeautyEdge®</b>	<ul style="list-style-type: none"> <li>- Enhanced conforming properties and pressure relief.</li> <li>- More edge support provides a firmer and more stable edge-to-edge sleeping area.</li> </ul>	<ul style="list-style-type: none"> <li>- Sit on the edge of the mattress and feel the enhanced support provided by the foam rails.</li> <li>- Run your hand along the border and notice how the edge feels solid and stable.</li> </ul>
IDEAL SLEEP TEMPERATURE	<b>BlackICE™ 4.0</b>  	<ul style="list-style-type: none"> <li>- Cool-to-the-Touch cover creates a cooling sensation at the surface.</li> <li>- Cooling materials just beneath the surface enhance heat dissipation.</li> <li>- Silver additives draw heat away from your body.</li> <li>- Breathable SilkAIR fiber prevents wicks away heat and prevents heat buildup.</li> </ul>	<ul style="list-style-type: none"> <li>- We improved the BlackICE design by pairing cooling materials with resilient, quick-recovery silk layers, then relocated it to the top of the mattress for Beautyrest Black's most effective temperature management yet. Feels up to 2 degrees cooler for up to 20 minutes.</li> </ul>
PRESSURE RELIEVING COMFORT	<b>RightTemp™ Memory Foam</b>	<ul style="list-style-type: none"> <li>- Conductive materials pull heat away from your body.</li> <li>- High density memory foam that cradles pressure points.</li> </ul>	<ul style="list-style-type: none"> <li>- Using the demo box, place your hand on the RightTemp Memory Foam and feel how quickly the memory foam returns to its original shape.</li> </ul>
	<b>Beautyrest® Gel Memory Foam</b>	<ul style="list-style-type: none"> <li>- Provides advanced pressure relief.</li> <li>- Promotes freedom of movement.</li> </ul>	<ul style="list-style-type: none"> <li>- Using the demo box place your hand into the Beautyrest Gel Memory Foam and feel how the foam contours and conforms to your hand.</li> </ul>
	<b>Dynamic Response™ Memory Foam</b>	<ul style="list-style-type: none"> <li>- Unique feeling memory foam provides conforming support and pressure relief.</li> <li>- Ventilated foam to maximize airflow.</li> </ul>	<ul style="list-style-type: none"> <li>- Using the demo box, place your hand on the Dynamic Response™ Memory Foam feel the unique feel. Notice the ventilation and explain how this helps with airflow and how it helps keep you at an ideal sleeping temperature.</li> </ul>
	<b>2K Nano Coils</b>	<ul style="list-style-type: none"> <li>- 2,000 micro coils designed to provide enhanced conformability and pressure relief, with individualized back support for each unique shape.</li> </ul>	<ul style="list-style-type: none"> <li>- Using the demo box, place your hand on the coils. Feel how they are supportive, yet conform to the contours of your hand.</li> </ul>



### REST EASY

CertiPUR-US certified means your mattress is made from materials without mercury, lead or formaldehyde.



### PROUDLY ASSEMBLED IN THE USA

Made locally for factory-to-bedroom quality & delivery.



### 10 YEAR LIMITED WARRANTY

- Mattresses have undergone rigorous industry standard durability tests, including Rollator and Cornell\*.
- These demonstrated exceptional results and met industry standards
- 1 1/2" Impression