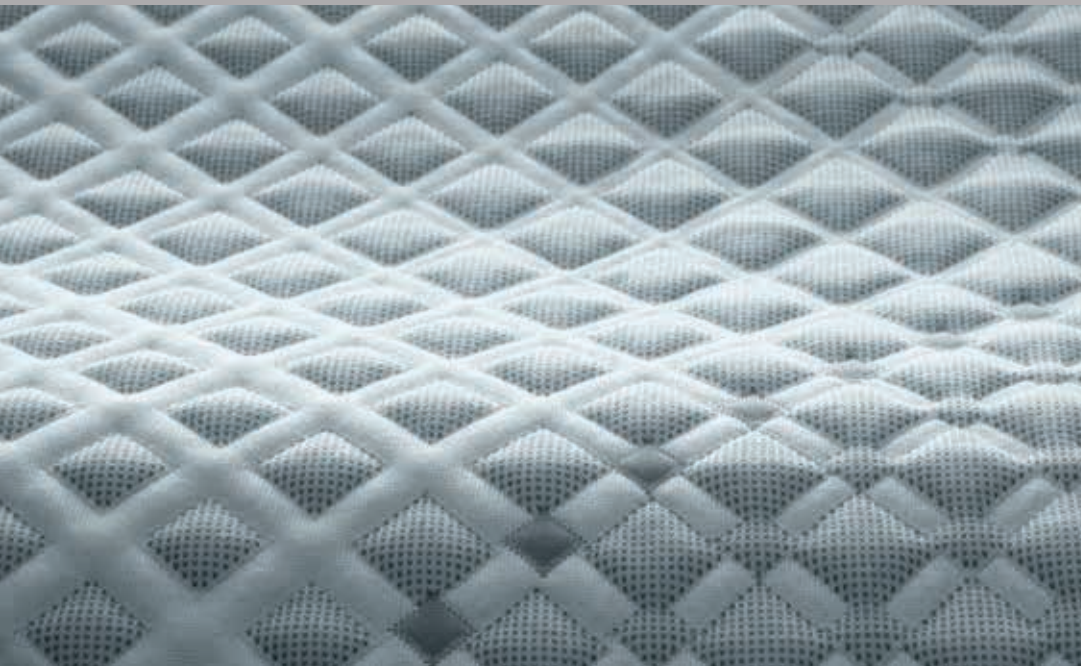
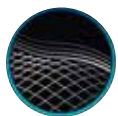


Beautyrest®

HYBRID



We introduced the first hybrid mattress with its ContourFit™ Design, with one goal in mind: a more conforming mattress to allow you to find your optimal sleep position. Beautyrest® Hybrid enhances the benefits of our Beautyrest® Pocketed Coil® Technology and the comfort of our advanced memory foams to bring our best to your sleep – so you can Be More Awake™.



CONFORMS TO YOUR BODY IN ANY SLEEP POSITION

ContourFit™ Design only found in Beautyrest® Hybrid mattresses, allows you to find your optimal sleep position. The superior stretch and recovery surface adapts with you throughout the night, allowing you to engage more closely with the pressure relieving memory foams, for a deeper, easier sleep.



FEEL COOL, STAY COMFORTABLE

Feel cool, stay comfortable with our BEST HYBRID cooling technologies. **InfiniCool™ MAX** combines two Cool-to-the-Touch surface layers with a layer of **RightTemp™ Memory Foam** to pull heat away from the sleep surface helping keep you cool and comfortable throughout the night.



LONG LASTING COMFORT. GUARANEED

RightTemp™ memory foam together with Beautyrest® Pocketed Coil® springs creates a balance of strength and consistent comfort over the life of the mattress.

Beautyrest® Pocketed Coil® Technology provides flexible support precisely where it is needed and isolates motion between two sleepers.









PRESSURE RELIEVING COMFORT

Relieve pressure points with the advanced, and high density memory foams that conform to your body for all night comfort.



Illustration shows BRX3000-IM™ Ultra Plush. Other models will vary.

BENEFIT	FEATURE	RESULT	PROOF & DEMONSTRATION
CONFORMS TO YOUR BODY IN ALL SLEEP POSITIONS	ContourFit™ Design	<ul style="list-style-type: none"> Superior stretch and recovery surface provides up to 30% more consistent comfort and 15% more support to allow you consistent comfort and more support to allow you to find your optimal sleep position* Up to 15% more support* Up to 30% more comfortable* <p>* Compared to beds with a quilted construction</p>	Encourage the consumer to lie on a quilted bed, then a hybrid mattress. Point out the difference between the quilted and the smooth cover. Explain how the ContourFit™ design conforms to their body and allows them to get close to the memory foam while allowing to feel the support from the Pocketed Coil® springs.
	Warranty	<ul style="list-style-type: none"> 3/4" Impression Tolerance 	Discuss the warranty is competitive with memory foam mattress warranties.
LASTING COMFORT. GUARANTEED.	1000 Series Beautyrest® Pocketed Coil® Technology	<ul style="list-style-type: none"> Enhanced conforming properties and pressure relief Provides motion separation for undisturbed sleep Individualized back support for each unique shape 	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.
	BeautyEdge®	<ul style="list-style-type: none"> More consistent comfort compared to a coil edge. More edge support provides a firmer and more stable edge-to-edge sleeping area 	Sit on the edge of the mattress and feel the enhanced support provided by the foam rails. Run your hand along the border and notice how the edge feels solid and stable.
FEEL COOL, STAY COMFORTABLE	InfiniCool™ - C 	<ul style="list-style-type: none"> Feel cool with Cool-to-the-Touch technology on the mattress sleeping surface 	Place your hand on the top panel fabric. Feel the coolness of the cover.
	InfiniCool™ - Plus  	2 Layers of Cooling Technology. <ul style="list-style-type: none"> Two Cool-to-the-Touch layers, on the cover and just below the cover give you a cool sensation while falling asleep 	Place your hand on the top panel and feel the coolness of the PCM on and right below the cover.
	InfiniCool™ MAX (Level 2 mattresses only)   	3 Layers of Cooling Technology <ul style="list-style-type: none"> Two cool-to-the touch layers, on the cover and just below the cover give you a cool sensation while falling asleep RightTemp™ memory foam pulls heat away from your body keeping you cool and comfortable throughout the night 	Place your hand on the top panel and feel the coolness of the PCM on and right below the cover. Discuss how RightTemp Memory Foam pulls heat away from the surface of the mattress keeping you at your ideal sleeping temperature.
PRESSURE RELIEVING COMFORT	HD Memory Foam	<ul style="list-style-type: none"> High density memory foam provides advanced pressure relief Promotes freedom of movement 	Using the demo box, place your hand into the memory foam and feel the difference from the high density memory foam to traditional memory foam. Notice how quickly the memory foam returns to its original shape.
	Beautyrest® Gel Memory Foam	<ul style="list-style-type: none"> Provides advanced pressure relief Promotes freedom of movement 	Using the demo box, place your hand on the Beautyrest® Gel Memory Foam and feel how quickly the memory foam returns to its original shape.
	RightTemp™ Memory Foam (Level 2 mattresses only)	<ul style="list-style-type: none"> High density memory foam provides advanced pressure relief Infuses highly conductive and strong carbon fiber for temperature management 	Using the demo box, place your hand on the RightTemp Memory Foam and feel how quickly the memory foam returns to its original shape.
	BackCare® 3X (Level 2 mattresses only)	<ul style="list-style-type: none"> 2000 additional micro coils provide triple the support system for enhanced pressure relief and conforming support 	Using the demo box, push down on the BackCare 3X coils to demonstrate how the coils help relieve pressure point.
	Comfort Response™ Latex (2299 mattress only)	<ul style="list-style-type: none"> Conforms and contours to your body eliminating pressure points Ventilated to maximize airflow 	Using the demo box, place your hand on the latex and feel the difference in feel from memory foam. Explain how latex is durable, resilient and responsive.



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
- ¾" Impression