

  
**Beautyrest**<sup>®</sup>  
 HARMONY™

**Beautyrest® Harmony™** features our latest innovations in support, comfort, and cooling all working together in *harmony* for a better night's rest. It's new innovative coil design and support system, pressure relieving foams, cooling technologies and sustainable fabric technology make it the essential choice in comfort and environmental sustainability.



**ESSENTIAL PRESSURE RELIEF**

**Beautyrest® Charcoal Memory Foam** - Premium plant-based memory foam infused with charcoal to provide natural cooling.

**GelTouch® HD Foam** - A high-density gel infused foam that contours to your body for personalized support and cooling comfort.



**NOW WITH HEIQ V-BLOCK™**

**HeiQ V-Block™** - An exclusive, antimicrobial technology found on the surface of the mattress kills 99.9% of bacteria on contact, keeping your mattress fresh and clean.

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



**IDEAL SLEEP TEMPERATURE**

**NaturalCool™ Plus** - NaturalCool's eco-friendly TENCEL™ yarns and antimicrobial performance layers are paired with cool-to-the-touch technology for a cooler sleep surface and a great night's sleep.

**NaturalCool™** - Features eco-friendly TENCEL™ yarn for exceptional breathability and moisture management above an antimicrobial performance layer to help keep your mattress fresh and cool for a great night's sleep.



**TARGETED SUPPORT SYSTEM**

**Powered by T1 Pocketed Coil™ Technology** - A dual stage coil design invented by Beautyrest® is located within the center of the mattress to provide up to 15% more support\* where you need it most.

\*Results vary by model



**SUSTAINABLE COMFORT**

**Seaqual™ Fabric Technology** - Promotes cleaner oceans by recovering ocean plastics and transforming them into luxurious, high quality sustainable fabrics.



BENEFIT	FEATURE	RESULT	PROOF & DEMONSTRATION
SLEEP EASIER	<b>HeiQ V-Block™</b>	<ul style="list-style-type: none"> <li>- Exclusive, antimicrobial technology found on the surface of the mattress kills 99.9% of bacteria on contact</li> <li>- Guards against degradation from microorganisms</li> </ul> <p><small>Disclaimer: This product does not protect users or others against bacteria, viruses, germs or other disease organisms</small></p>	<ul style="list-style-type: none"> <li>- Keeps your mattress fresh and clean</li> <li>- Controls odors</li> </ul>
TARGETED SUPPORT SYSTEM	<b>T1 Pocketed Coil® Technology</b>	<ul style="list-style-type: none"> <li>- A dual-stage design that provides up to 19% more support* in the center of the mattress for the heaviest areas of your body</li> <li><small>*Results vary by model</small></li> <li>- Absorbs energy and reduces motion for undisturbed sleep</li> <li>- Patented system engages additional "deep down" support for your torso and lumbar regions automatically when you lie down</li> </ul>	<ul style="list-style-type: none"> <li>- Encourage lying down on the mattress to note the strong support in your lower back. Test the bed with a partner and notice how the T1 Pocketed Coil® Technology reduces the amount of motion one feels as the other moves. Display the strand design using the T1 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>- BeautyEdge® provides 30% more edge support by using high-density foam to create an expanded "edge-to-edge" sleeping area. It also ensures the seating edge of the mattress is more comfortable and makes getting in and out of bed easier</li> </ul>
IDEAL SLEEP TEMPERATURE	<b>NaturalCool™ Plus</b>	<ul style="list-style-type: none"> <li>- Cool-to-the-Touch Tencel fabric produced with natural, sustainable fibers for a more environmentally friendly performance fabric</li> <li>- Antimicrobial performance layer with moisture-wicking capabilities to help keep you cool and dry all night long</li> </ul>	<ul style="list-style-type: none"> <li>- Place your hand on the top panel fabric and feel the coolness of the cover</li> </ul>
	<b>NaturalCool™</b>	<ul style="list-style-type: none"> <li>- Features Tencel fabric produced with natural, sustainable fibers for a more environmentally friendly performance fabric</li> <li>- Antimicrobial performance layer with moisture-wicking capabilities to help keep you cool and dry all night long</li> </ul>	<ul style="list-style-type: none"> <li>- Use the Mini Matt to show the NaturalCool fabric. Explain how the eco-friendly TENCEL™ yarns provide breathability and moisture management for a fresh and cool nights sleep</li> </ul>
PRESSURE RELIEVING COMFORT	<b>Beautyrest® Charcoal Memory Foam</b>	<ul style="list-style-type: none"> <li>- Premium memory foam features charcoal-infused minerals to help regulate body temperature for a naturally cool feeling</li> <li>- Infused with activated charcoal helps absorb moisture and reduce odor</li> </ul>	<ul style="list-style-type: none"> <li>- Using the demo box, place your hand on the Beautyrest® Charcoal Memory Foam and feel how the foam contours and conforms to your hand</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>- Press your hand into the Beautyrest® Gel Memory Foam, noting how it returns to its original shape. When lab-tested, our Beautyrest® Gel Memory Foam showed exceptional airflow, encouraging reliably cool sleep</li> </ul>
	<b>GelTouch® HD Foam</b>	<ul style="list-style-type: none"> <li>- A high density, gel-infused foam that contours to your body for personalized support and cooling comfort</li> <li>- Provides soothing comfort with exceptional surface contouring and conformability</li> </ul>	<ul style="list-style-type: none"> <li>- Using the demo box, place your hand on the GelTouch® HD Foam and feel the immediate luxurious pressure relief and comfort</li> </ul>
	<b>AirCool® Foam</b>	<ul style="list-style-type: none"> <li>- A channeled design that allows airflow through the mattress for a cool and comfortable sleep</li> </ul>	<ul style="list-style-type: none"> <li>- Use the Mini Matt to show the design of the AirCool® Foam. Explain how the channeled design allows airflow through the mattress for a cool and comfortable sleep</li> </ul>
	<b>AirFeel™ Foam</b>	<ul style="list-style-type: none"> <li>- A durable, open cell foam at the surface of the mattress that helps provide enhanced airflow and breathability</li> </ul>	<ul style="list-style-type: none"> <li>- Use the Mini Matt to show the AirFeel™ Foam. Explain how this durable, open cell foam is found at the surface of the mattress to help provide enhanced airflow and breathability</li> </ul>
SUSTAINABLE COMFORT	<b>Seaqual™ Fabric Technology</b>	<ul style="list-style-type: none"> <li>- Plastics recovered from the world's oceans are transformed into premium new fabrics</li> <li>- New sustainable fabrics feature the same premium quality, softness and comfort you expect from Beautyrest</li> <li>- Each queen mattress helps recover the equivalent of 25 water bottles from our oceans</li> </ul>	<ul style="list-style-type: none"> <li>- Using the demo box, illustrate the transformative process that ocean plastics go through to become the luxurious, high quality fabrics of Beautyrest Harmony™ covers</li> </ul>



### REST EASY

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



### 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



### PROUDLY ASSEMBLED IN THE USA

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