

# Beautyrest

## BLACK<sup>®</sup>

### HYBRID



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



#### WORLD'S PREMIER SUPPORT. TRIPLED.

**T3 Pocketed Coil<sup>®</sup> Technology** - Found only in Beautyrest Black<sup>®</sup>, our triple strand coil provides the best support and durability.



#### FEEL COOLER, SLEEP BETTER.

**BlackICE<sup>™</sup> Hybrid Technology** - Our most advanced cooling technologies maintains temperature so you sleep cooler and more soundly.



#### OUR BEST PRESSURE RELIEF, YOUR BEST REST.

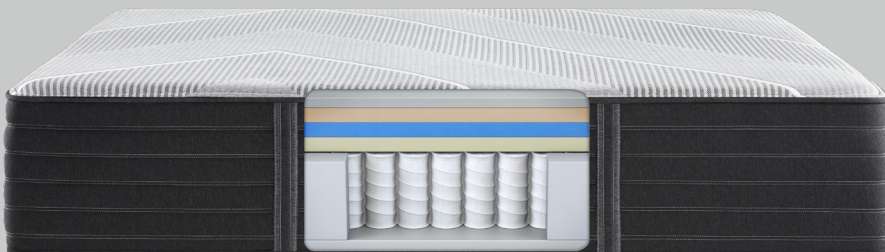
**Technoluxe Memory Foams** - More, higher quality, memory foams than any of our other mattresses - reduces pressure points in hips and shoulders.



#### NOW WITH **HEIQ<sup>®</sup> V-BLOCK<sup>™</sup>**

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

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

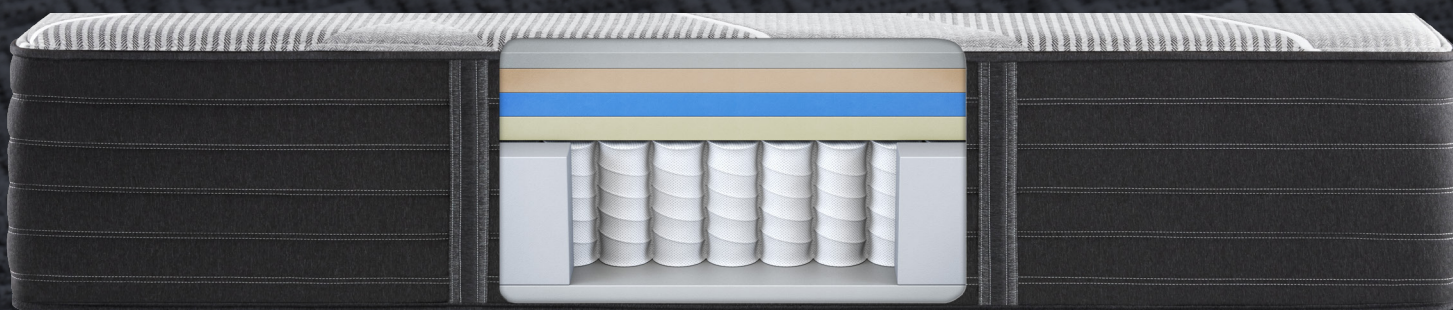


T3 Pocketed Coil Technology has 3X the Length of Steel





# T3 POCKETED COIL + HIGH DENSITY MEMORY FOAMS + CONTOURFIT DESIGN = **HYBRID**



BENEFIT	FEATURE	DEFINITION	PROOF OF BENEFIT
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>*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>
	<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>- Use the coil demo to show the triple strand engineering compared to the regular pocketed coil.</li> <li>- Push down on each of the coils and feel the advanced support of the T3 coil.</li> <li>- Lie down on the Black Hybrid mattress and 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. Also notice the conforming support in your lower back.</li> </ul>
WORLD'S PREMIER SUPPORT SYSTEM	<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™ Hybrid Technology</b>	<ul style="list-style-type: none"> <li>- Cool-to-the-touch cover creates a cooling sensation at the surface.</li> <li>- RightTemp™ memory foam pulls heat away from your body keeping you cool and comfortable throughout the night.</li> </ul>	<ul style="list-style-type: none"> <li>- Place your hand on the top panel and feel the coolness of the PCM on the cover.</li> <li>- Discuss how RightTemp™ Memory Foam pulls heat away from the surface of the mattress keeping you at your ideal sleeping temperature.</li> </ul>
PRESSURE RELIEVING COMFORT	<b>ContourFit® Design</b>	<ul style="list-style-type: none"> <li>- Superior stretch and recovery surface that allows you to feel the pressure relieving memory foams the moment you lie down.</li> </ul>	<ul style="list-style-type: none"> <li>- Design only found in Beautyrest Hybrid mattresses allows you to find your optimal sleep position. The surface adapts with you throughout the night, allowing you to engage more closely with the pressure relieving memory foams, for a deeper, easier sleep.</li> </ul>
	<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>- Helps keep your body temperature regulated throughout the night.</li> <li>- Helps relieve pressure points.</li> <li>- Strong carbon fibers help provide advanced durability.</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>- Experience exceptional pressure point relief.</li> </ul>
	<b>AirCool® Memory Foam</b>	<ul style="list-style-type: none"> <li>- Provides pressure point relief and freedom of movement.</li> <li>- Open cell structure promotes airflow.</li> </ul>	<ul style="list-style-type: none"> <li>- Provides conforming support you can feel.</li> <li>- Promotes improved airflow for better body temperature management.</li> </ul>
	<b>Self Response™ Latex</b>	<ul style="list-style-type: none"> <li>- The unique feel of latex conforms and responds to the shape of your body.</li> </ul>	<ul style="list-style-type: none"> <li>- Latex bounces back to the original shape a bit faster than memory foam which is ideal for side sleepers.</li> <li>- Helps relieve pressure points.</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
- ¾" Impression