

Beautyrest

B L A C K™

LIVING LIFE FULLY CHARGED™



PRESENTING
THE WORLD'S FINEST
BEAUTYREST®

There's a point in your life when you realize you deserve the best – every morning when you open your eyes. That's when you truly appreciate your Beautyrest Black® mattress. Every detail is designed with comfort and rejuvenation in mind. From the luxurious fabrics and specialized components to the patent-pending, revolutionary Recharge™ Sleep System, it's everything you need to wake up ... Living Life Fully Charged.™



REJUVENATION IS
IN THE DETAILS

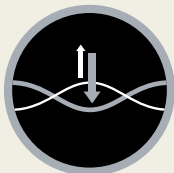
Details are what define the exceptional. A Beautyrest Black® mattress is made from the finest materials, hand-selected and perfectly tailored. Generous layers of gentle AirCool™ Memory Foam and our newest innovative foam designs ensure the ultimate in luxury and performance. And a complete assortment of sumptuous, yet supportive pillow tops makes the sleep experience unforgettable.



EXPERIENCE THE

recharge™

SLEEP SYSTEM



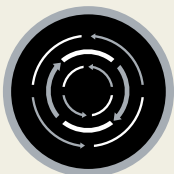
AirCool™ Memory Foam

conforms to your body, provides pressure point relief and freedom of movement.



Independent Support™ Technology

promotes Proper Sleeping Posture™ all night long.



AirCool™ Design

enhances airflow and dissipates heat to help keep you at your ideal sleeping temperature.



COMFORT AND SUPPORT ON EVERY LEVEL



AirCool™ Memory Foam

An open cell structure helps dissipate heat and keep you at your ideal sleeping temperature. This unique design conforms to your body, while providing pressure point relief and freedom of movement. A layer of GelTouch™ foam is also nestled into the quilting of every Beautyrest Black® mattress for soothing comfort.

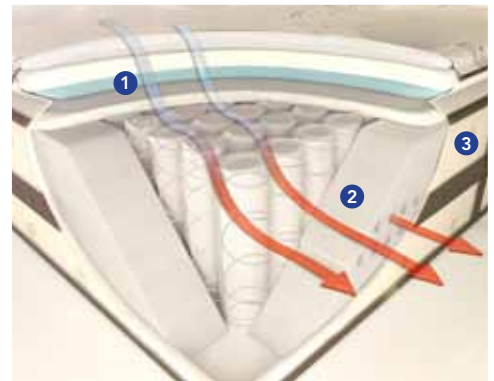


Beautyrest® Independent Support™ Technology

Alternating rows of Beautyrest® Smart Response™ and Advanced Pocketed Coil™ springs combine two of Beautyrest's most sophisticated and responsive technologies to create a truly unique feel. The result is a progressive level of personalized back support .

AirCool™ Design

In addition to the unique AirCool™ Memory Foam, this design includes AirCool™ BeautyEdge® Foam Encasement. Its ventilated design enhances airflow through the mattress as you sleep while also providing comfort all the way to the edge. A unique AirCool™ Mesh Border Fabric allows the mattress to breathe so you can sleep more comfortably.



AIRCOOL™ DESIGN COMPONENTS

1. AirCool™ Memory Foam

conforms to your body, provides pressure point relief and freedom of movement.

2. AirCool™ BeautyEdge® Foam Encasement

enhances airflow through the mattress and offers support and stability right to the edge.

3. AirCool™ Mesh Border Fabric

is a hi-tech mesh fabric that envelops the mattress for greater breathability and airflow.



GOING BEYOND

Beyond luxury lies a world where sumptuous comfort and unparalleled support mix and mingle. Bliss is an everyday occurrence here and rejuvenation is the promise. This is the world of Beautyrest Black Beyond.™ It is the most luxurious, distinctive bed in the entire Beautyrest Black® line, unmatched in indulgent luxury. This is a bed you might wait to attain, and then never wish to let go.



www.beautyrestblack.com

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