

THINKING ABOUT SLEEP?



THINK COMFORT.

Luxurious fabrics and cushioning yet durable foams designed for maximum comfort.



THINK SUPPORT.

The perfect combination of a High Performance Coil System coupled with comfortable foams.



THINK DURABILITY.

As you expect from a quality Simmons® mattress.

THINK ABOUT A BEAUTYSLEEP® MATTRESS FROM SIMMONS®.

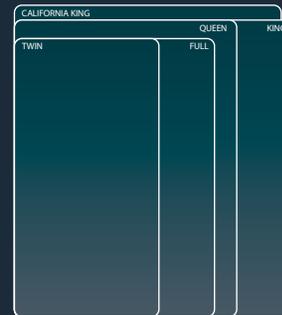
Isn't it time you get to experience the kind of sleep you've always wanted to enjoy?

SOME TIPS FOR BUYING YOUR FIRST MATTRESS.

1. PICK A SIZE.

Are you buying a mattress on its own or as a set? Think what you'll be using the mattress for in future years (Yes, a BeautySleep® mattress will last that long). Plan ahead for partners, pets, kids, etc. Mattresses and sets come in 4 basic sizes:

Twin 39"x75"
Full 54"x75"
Queen..... 60"x80"
King..... 76"x80"



2. CHOOSE A COMFORT LEVEL.

Basically, you want a well-built mattress that gives you both great support and comfort without compromise. A good, strong, coil support system will help your back. A plusher feel is at the other end of the spectrum. To determine your best comfort level, use a scale of 1-4:

4 Firm
3 Plush
2 Eurotop
1 Pillowtop

3. DO A LITTLE RESEARCH ONLINE.

A great place to start is www.simmons.com.



THINK COMFORT, SUPPORT & DURABILITY.

Think BeautySleep® by Simmons®

GET REAL - ABOUT SLEEP.

LET'S GET YOU INTO A SIMMONS®
BEAUTYSLEEP® MATTRESS.

ALL THE COMPONENTS THAT MAKE UP A GOOD MATTRESS.

There are many great features to enjoy in a Simmons® BeautySleep® mattress. You also get to select the level of firmness you like, from Firm to Plush, Eurotop and Pillowtop models. As always, be sure to ask your sales associate for any other clarification or information. You can also find more about the BeautySleep® mattress at www.simmons.com. Please note that not all versions of Simmons® BeautySleep® mattresses are available at all locations.

Take a minute to think about all the mattresses you have slept on over the years. The family hand-me-downs. The college lump-fest. The motley futons. Isn't it time you experienced the kind of sleep you've always wanted to enjoy? Think about a BeautySleep® mattress from Simmons. It's your entrée into the Simmons® world of better sleep.

Put your money on a mattress that is made to last. The BeautySleep® line offers Comfort, Support and Durability. Select mattresses feature the 700 Series Coil Technology which provides exceptional motion separation, conformability and back support. Foam Encased Edge Support is also offered on select models.

700 SERIES COIL TECHNOLOGY

Our 700 Series Wrapped Coil provides exceptional motion separation, comfortability and back support. (SELECT MODELS)

HIGH PERFORMANCE COIL SYSTEM

Our coil construction provides the same durability that is traditionally associated with the Simmons® BeautySleep® brand. (SELECT MODELS)

DAMASK FABRIC

This soothing fabric is super light-weight yet silky and soft. It adds a comforting touch to your sleeping experience. (SELECT MODELS)



STRETCH KNIT FABRIC

Our luxurious knit fabric is comfortable and soft to the touch. The circular knit design adds a gentle touch to this resilient fabric, which provides a luxurious touch for a more comfortable night's sleep. (SELECT MODELS)

GELTOUCH™ FOAM

A soft, luxurious gel foam for soothing comfort. (SELECT MODELS)

FOAM ENCASED EDGE SUPPORT SYSTEM

Helps provide a supportive seating edge and maximizes the mattress's sleeping surface. (SELECT MODELS)