

# Beautyrest

## SILVER®



Beautyrest Silver® is engineered to maintain its shape and consistent comfort over the life of your mattress, so that your sleep will be every bit as restful years from now as it is today. A better you begins with a better night's sleep. The lasting resilience of Beautyrest Silver ensures you'll Be More Awake™ every day – for years to come.



### INCREASED DURABILITY

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



### KEEP YOUR MATTRESS FRESH AND COOL

**DualCool™ Plus** - Moisture-wicking fabric and antimicrobial performance layer work to keep your mattress fresh and cool while moving heat and moisture away.





### PRESSURE RELIEVING COMFORT

**Dynamic Response™** memory foam has a supportive and unique feel to optimize your every move with conforming back support. It conforms and contours to your personal shape to help eliminate pressure points.



Illustration shows BRS900-C™ Plush Pillow Top. Other models will vary.

BENEFIT	FEATURE	RESULT	PROOF & DEMONSTRATION
WORLD'S PREMIER SUPPORT SYSTEM	<b>900 Series Beautyrest Pocketed Coil® Technology</b>	<ul style="list-style-type: none"> <li>- Enhanced conforming properties and pressure relief</li> <li>- Provides motion separation for undisturbed sleep</li> <li>- Individualized back support for each unique shape</li> <li>- Up to 15% more durable*</li> </ul> <p>* Compared to previous Silver Line</p>	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.
	<b>BeautyEdge®</b>	<ul style="list-style-type: none"> <li>- More consistent comfort compared to a coil edge</li> <li>- More edge support provides a firmer and more stable edge-to-edge sleeping area</li> </ul>	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.
KEEP YOUR MATTRESS FRESH AND COOL	<b>DualCool™ Technology</b> 	<ul style="list-style-type: none"> <li>- Antimicrobial performance layer works to keep your mattress fresh and cool while moving heat and moisture away</li> </ul>	Using the demo box, explain how the fibers are enhanced with silver, a conductive material, helping move heat and moisture away to keep you at your ideal sleeping temperature.
	<b>DualCool™ Plus Technology</b> (Level 2 models) 	<ul style="list-style-type: none"> <li>- Antimicrobial performance layer works to keep your mattress fresh and cool while moving heat and moisture away</li> <li>- The moisture wicking technology at the sleeping surface is designed to create a comfortable sleeping environment</li> </ul>	Using the demo box, explain how the fibers are enhanced with silver, a conductive material, helping move heat and moisture away to keep your mattress clean and fresh. Explain how adding the moisture wicking technology on the fabric helps keep you at your ideal sleeping temperature.
PRESSURE RELIEVING COMFORT	<b>Dynamic Response™ Memory Foam</b>	<ul style="list-style-type: none"> <li>- Unique feeling memory foam provides conforming support and pressure relief</li> <li>- Ventilated foam to maximize airflow</li> <li>- Quick recover memory foam provides freedom of movement</li> </ul>	Using the demo box, place your hand on the Dynamic Response™ Memory Foam feel the unique, supportive feel. Notice the ventilation and explain how this helps with airflow and how it helps keep you at an ideal sleeping temperature.
	<b>GelTouch® Foam</b>	<ul style="list-style-type: none"> <li>- Provides soothing comfort with exceptional surface contouring and conformability</li> </ul>	Using the demo box place your hand into the GelTouch® Foam and feel how the foam contours and conforms to your hand.



### 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
- 11/2" Impression