

SLEEP HEALTH

Go From Stressful To Sleepful By Choosing The Right Mattress

(NAPSA)—Choosing the right mattress can be a very stressful experience. With so many choices, gimmicky sales and often-times commissioned salespeople, the decision can often be rushed and without careful consideration. Before you decide, a first step is to look at whether memory foam or inner-spring is the right choice for you, and it often depends on the unique needs of you and your family.

Which is right for you depends on your needs.

Here's a look at a three key considerations that can help.

1. Consider Construction:

An innerspring mattress is engineered with tempered steel coils and in premium models the coils are individually wrapped. Wrapped coils respond and contour better to your body. The innerspring's firmness and durability is determined by the thickness of the coil as well as its coil density or number of coils. The higher the coil count, the firmer the mattress.

Most premium models have two layers of coils and a thick pillow top for added comfort and support. A premium innerspring mattress is traditionally what you experience in a luxury hotel. Memory foam, commonly referred to as "viscoelastic foam," was developed in the early 1960's about the time NASA improved the safety of aircraft cushions. Its main purpose is to expertly contour and mold to the human body and is used in medical settings such as burn wards.

The durability and firmness of memory foam is determined by the density and thickness of the foam. The lower the density, the shorter the life of the mattress and the sooner it will sink in around you. Higher density foam has a better reaction time and compression rating.

Many American foam manufacturers now incorporate renewable plant oils, making for healthier and safer foam that is practically odorless.

The memory foam experience is excellent for pressure relief and the elimination of motion transfer in bed.

2. Expecting Comfort. During pregnancy, you should consider a medium-firm memory foam mattress. Because joints and ligaments in the pelvis loosen during the second and third trimesters, pressure on the sciatic nerve increases. A memory foam mattress can relieve the pressure all along the body. A thick, con-



Good health depends on good sleep—and that can depend on a good mattress.

touring pillow top on an inner-spring mattress can also help.

3. Besting Back Pain. No matter which type of bed you spring for, the right mattress is one that's supportive and comfortable. It should maintain the natural alignment of the curve of your spine and offer proper support for the neck and lower back. It should support your hips, and acclimate to the front, side and back sleeper. When your mattress stops offering this support, it's time to get a new one.

According to the U.S. National Institutes of Health and the Canadian Chiropractic Association, lumbar support is very important for comfortable sleep at night and less risk of back pain the next day. That's because the support distributes the force of gravity more uniformly while you sleep. To that end, Saatva mattresses have a densified foam layering system to provide additional support in the middle third of the mattress—the lumbar region. The cushioning is pre-compressed in that area to eliminate breakdown and provide even more support. In addition, there's a layer of visco-elastic memory foam for extra pressure relief in this part of the body most commonly associated with pressure points.

Otherwise, your posture could be affected in a noticeable way and your normal routine could derail due to lower-back pain. Each year, more people visit their doctor for back pain than for the common cold. The mainstream belief previously favored a firm mattress as the best back pain solution. New research, however, shows medium-firm may offer more of a reduction in clinically diagnosed back pain, shoulder pain and spine stiffness. In one study, 48 percent of subjects felt less back pain and 55 percent

had an improved sleep quality with a softer mattress. Participants also noticed a reduction in stress.

Within the past five years a rapidly evolving e-commerce movement has revolutionized mattress buying, pioneered by the luxury mattress company, Saatva. The Saatva Company is America's definitive online luxury mattress source, delivering luxurious sleep through a specialized approach that combines modern e-commerce with old-fashioned customer service. They are now the leaders in the luxury innerspring market with The Saatva Mattress and the premium memory foam market with The Loom and Leaf Mattress.

The largest "online only" luxury mattress firm, Saatva develops, manufactures and distributes an impressive line of ultrapremium mattresses in America with what many consumers have called unparalleled price, performance and service—and it has a 15-year warranty.

The company's unique online only business model means it can offer highly reduced prices for luxury mattresses and help customers with true comparison shopping, providing easy-to-read, objective measures on a website designed for easy navigation: www.saatvamattress.com.

Learn More

Choosing a mattress type and comfort level no longer has to be a stressful experience. For more information on what mattress type is best for you visit www.saatvamattress.com and www.loomandleaf.com. Here, you will find 24/7 customer service that has made Saatva the best-reviewed mattress company online for five years running.