

SLEEP ON IT

TIPS ON GETTING A GOOD NIGHT'S REST



Today's Mattresses Promise Sweeter Dreams

(NAPSA)—Clipping coupons is one thing, but scrimping on sleep is another. Recent studies reveal that most Americans don't get the eight hours of sleep they need at night to perform during the day—and most are lucky to get six, says the National Sleep Foundation.

Research shows that constant tossing and turning is one of the leading inhibitors of a sound sleep and the problem often stems from the uncomfortable pressure points created by a mattress, which automatically trigger the restless movements that disrupt sleep.

Consumers are becoming increasingly willing to invest in specialty products that promise peaceful dreams, and many manufacturers are designing mattresses with technology to answer this growing need. The newest mattress from Sealy, for example, features a new Smart Latex technology that is inspired by nature's rubber tree to conform perfectly to the body, hugging every arch and curve, offering a unique and individualized level of support.

Beyond the changing shape of today's mattresses, many include added attention in the fibers to promote air flow and breathability, two factors that cool the body and promote a more soothing night's sleep. In addition to bed linens and pillows, mattresses have also joined the ranks of hypoallergenic products. With this convergence of comfort and technology, mat-



The newest mattresses feature technology that adapts to the body for a cool and comfortable sleep.

tresses are no longer a simple equation of box springs and foam, but instead, a critical means to health and well-being. Consumers are beginning to think of beds like other major home investments—from cars to computers to home entertainment systems.

According to the Specialty Sleep Association, specialty bedding—such as mattresses made with superior latex technology—will make up 40 percent of the retail industry by 2011. Sleep systems that include patented pressure relief systems are designed to target the areas most prone to pressure, including the shoulders, hips and knees.

You can find the latest in mattress technology and learn more about options suited to your body's sleep needs at your local bedding and department stores or by visiting www.purembrace.sealy.com.