



# Beautyrest®

## HARMONY LUX™ HYBRID



**Beautyrest® Harmony Lux™ Hybrid** is the only premium Hybrid mattress to deliver a dynamic trio of sustainable technologies, proprietary ContourFit® Design construction and our exclusive dual strand T2 Pocketed Coil® Technology for truly restorative, sustainable sleep. Powered by our unique Precision Support System™ and featuring a collection of advanced comfort and cooling technologies to help you fall asleep and stay asleep, the result is a Hybrid mattress that doesn't just provide precision support and luxury comfort, but actually improves and benefits you.



### PRECISION SUPPORT SYSTEM™

**powered by T2 Pocketed Coil® Technology –**

Get up to 18% more support\* where you need it most with the patented dual-strand design of the Precision Support System,™ only from Beautyrest.

\*Results on Empress Series Medium; other results vary by model.



### CONFORMS TO YOUR BODY IN ANY SLEEP POSITION

**ContourFit® Design** - Exclusive Beautyrest® Hybrid construction provides contouring comfort for any sleep position. The responsive sleep surface provides up to 30% more consistent comfort\* throughout the night.

\*Compared to the same mattress with a quilted top panel.



### ENHANCED PRESSURE RELIEF

**GelTouch® HD Foam** - A high density gel infused foam that contours to your body for personalized support and cooling comfort.

**Micro Diamond™ Memory Foam** - A premium memory foam infused with diamond particles to help conduct heat away from the body.



### WITH HEIQ V-BLOCK™

**HeiQ V-Block™** - An exclusive antimicrobial technology found on the surface of the mattress kills 99.9% of bacteria on contact, keeping your mattress fresh and clean.

Disclaimer: This product does not protect users or others against bacteria, viruses, germs or other disease organisms.



### SUSTAINABLE COMFORT

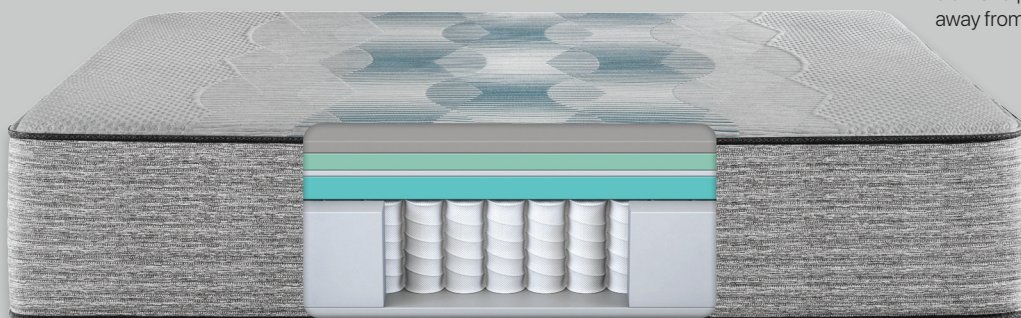
**Seaqual™ Fabric Technology** - Promotes cleaner oceans by recovering ocean plastics and transforming them into luxurious, high quality sustainable fabrics.



### COOL, COMFORTABLE SLEEP

**GelTouch® HD Foam** - A high density gel infused foam that contours to your body for personalized support and cooling comfort.

**Micro Diamond™ Memory Foam** - A premium memory foam infused with diamond particles to help conduct heat away from the body..



| BENEFIT                                      | FEATURE                        | RESULT   | PROOF & DEMONSTRATION   |
|--|--------------------------------|--|---|
| SLEEP EASIER                                 | HeiQ V-Block™                  | <ul style="list-style-type: none"> <li>- Exclusive, antimicrobial technology found on the surface of the mattress kills 99.9% of bacteria on contact*</li> <li>- Guards against degradation from microorganisms*</li> <li>*Disclaimer: This product does not protect users or others against bacteria, viruses, germs or other disease organisms</li> </ul>  | <ul style="list-style-type: none"> <li>- Keeps your mattress fresh and clean</li> <li>- Controls odors</li> </ul>   |
| CONFORMS TO YOUR BODY IN ALL SLEEP POSITIONS | ContourFit® Design             | <ul style="list-style-type: none"> <li>- Features a responsive sleep surface for up to 30% more consistent comfort* throughout the night</li> <li>*Compared to the same mattress with a quilted top panel</li> </ul>   | <ul style="list-style-type: none"> <li>- Encourage the consumer to lie on a quilted bed then a hybrid mattress. Point out the difference between the quilted and the smooth cover. Explain how the ContourFit® Design conforms to their body and allows them to get close to the memory foam while allowing them to feel the support from the T2 Pocketed Coil® Technology</li> </ul> |
| PRECISION SUPPORT SYSTEM™                    | T2 Pocketed Coil® Technology   | <ul style="list-style-type: none"> <li>- Get up to 18% more support* where you need it most with the patented dual-strand design of the Precision Support System™ only from Beautyrest.</li> <li>- Double strand engineering</li> <li>- Enhanced support and pressure relief</li> <li>- Absorbs energy to reduce motion</li> <li>- Long lasting durability</li> <li>*Results on Empress™ Series Medium; other results vary by model</li> </ul> | <ul style="list-style-type: none"> <li>- Encourage lying down on the mattress to note the strong support in your lower back. Test the bed with a partner and notice how the T2 Pocketed Coil® Technology reduces the amount of motion one feels as the other moves. Display the dual strand design using the T2 Pocketed Coil® demo</li> </ul>  |
|  | BeautyEdge®                    | <ul style="list-style-type: none"> <li>- Enhanced conforming properties and pressure relief</li> <li>- More edge support provides a firmer and more stable edge-to-edge sleeping area</li> </ul>   | <ul style="list-style-type: none"> <li>- BeautyEdge® provides 30% more edge support by using high-density foam to create an expanded "edge-to-edge" sleeping area. It also ensures the seating edge of the mattress is more comfortable and makes getting in and out of bed easier</li> </ul>   |
| COOL, COMFORTABLE SLEEP                      | InfiniCool® Plus               | <ul style="list-style-type: none"> <li>- Two layers of Cooling Technology</li> <li>- Two layers of advanced cooling technologies, a cool-to-the-touch cover and gel memory foam right below it, are designed to help you fall asleep and stay comfortable all night</li> </ul>   | <ul style="list-style-type: none"> <li>- Using the Empress™ Series side of the foam demo unit, place your hand on the panel fabric and feel the coolness of the cover, and encourage the shopper to do the same</li> </ul>  |
|  | InfiniCool® Max                | <ul style="list-style-type: none"> <li>- Three layers of advanced cooling technologies are designed to help you fall asleep and stay comfortable all night</li> <li>- Two Cool-to-the-touch layers, on the cover and just below the cover</li> <li>- Micro Diamond™ Memory Foam to help conduct heat away from the body</li> </ul>   | <ul style="list-style-type: none"> <li>- Encourage the shopper to place their hand on the top panel fabric of the Trilliant™ Series models to feel the coolness of the cover. Notice how Trilliant™ Series models feel cooler than Empress™ Series models due to the extra cooling technology layer, which helps deliver 14% more heat absorption</li> </ul>                          |
| ENHANCED PRESSURE RELIEF                     | Micro Diamond™ Memory Foam     | <ul style="list-style-type: none"> <li>- A premium memory foam infused with diamond particles to help conduct heat away from the body</li> </ul>   | <ul style="list-style-type: none"> <li>- Using the Trilliant™ Series side of the foam demo unit, place your hand on the Micro Diamond™ Memory Foam and feel how quickly the memory foam returns to its original shape</li> </ul>  |
|  | Beautyrest® Gel Memory Foam    | <ul style="list-style-type: none"> <li>- Provides advanced pressure relief</li> <li>- Promotes freedom of movement and airflow to help keep you cool and comfortable through the night</li> </ul>  | <ul style="list-style-type: none"> <li>- Press your hand into the Beautyrest® Gel Memory Foam, noting how it returns to its original shape. When lab-tested, our Beautyrest® Gel Memory Foam showed exceptional airflow, encouraging reliably cool sleep</li> </ul>   |
|  | GelTouch® Foam                 | <ul style="list-style-type: none"> <li>- A soft gel foam that helps provide comfort, support, airflow and breathability</li> </ul>   | <ul style="list-style-type: none"> <li>- Using the Empress™ Series side of the foam demo unit, place your hand on the GelTouch® Foam and feel the immediate pressure relief and comfort</li> </ul>  |
|  | GelTouch® HD Foam              | <ul style="list-style-type: none"> <li>- A high density, gel-infused foam that contours to your body for personalized support and cooling comfort</li> <li>- Provides soothing comfort with exceptional surface contouring and conformability</li> </ul>   | <ul style="list-style-type: none"> <li>- Provides immediate, luxurious pressure relief and comfort</li> </ul>   |
|  | RapidCool™ Gel Memory Foam     | <ul style="list-style-type: none"> <li>- Provides the cooling properties of gel and airflow from the open cell structure of the foam</li> </ul>  | <ul style="list-style-type: none"> <li>- Helps maintain cool sleep due to gel and airflow properties</li> </ul>   |
|  | EverGel™ HD Gel Memory Foam    | <ul style="list-style-type: none"> <li>- A high density gel memory foam that provides consistent, contouring pressure relief from the moment you lie down</li> </ul>   | <ul style="list-style-type: none"> <li>- Conforms to your body throughout the night to help keep you comfortable</li> </ul>   |
|  | AirCool® HD Gel Memory Foam    | <ul style="list-style-type: none"> <li>- This luxurious high density memory foam provides personalized, conforming support and contouring pressure relief for long-lasting comfort</li> </ul>  | <ul style="list-style-type: none"> <li>- Thick, high density memory foam delivers unique contouring support</li> <li>- Consistent conformance throughout the night</li> </ul>   |
|  | Dyanamic Response™ Memory foam | <ul style="list-style-type: none"> <li>- Unique high density memory foam that contours and conforms to your personal shape</li> <li>- Ventilated design to help alleviate pressure and promote breathability</li> </ul>  | <ul style="list-style-type: none"> <li>- Provides conforming support</li> <li>- Helps relieve pressure</li> </ul>   |
| SUSTAINABLE COMFORT                          | Seaqual™ Fabric Technology     | <ul style="list-style-type: none"> <li>- Plastics recovered from the world's oceans are transformed into premium new fabrics</li> <li>- New sustainable fabrics feature the same premium quality, softness and comfort you expect from Beautyrest</li> <li>- Each queen mattress helps recover the equivalent of 50 water bottles from our oceans</li> </ul>   | <ul style="list-style-type: none"> <li>- Using the demo box, illustrate the transformative process that ocean plastics go through to become the luxurious, high quality fabrics of Beautyrest Harmony Lux™ Hybrid covers</li> </ul>   |



## REST EASY

CertiPUR-US certified means your mattress is made from materials without mercury, lead or formaldehyde.



## 10 YEAR LIMITED WARRANTY

- Mattresses have undergone rigorous industry standard durability tests, including Rollator and Cornell\*.
- These demonstrated exceptional results and met industry standards
- 1 ½" Impression



## PROUDLY ASSEMBLED IN THE USA

Made locally for factory-to-bedroom quality & delivery.