



EXPERIENCE OUR
AIRCOOL™
DESIGN



AirCool™ Memory Foam

conforms to your body, provides pressure point relief and freedom of movement.



AirCool™ Design

enhances airflow and dissipates heat to help keep you at your ideal sleeping temperature.

Experience the better memory foam.

ComforPedic Loft® from Beautyrest® utilizes AirCool™ Memory Foam – the better memory foam. It not only responds more quickly to body movements, but also dissipates heat to keep you at the ideal sleeping temperature. The result is a mattress that provides the ideal combination of comfort and support – without feeling like you’re sleeping in quicksand.

COMFORT AND SUPPORT ON EVERY LEVEL

AirCool™ Memory Foam

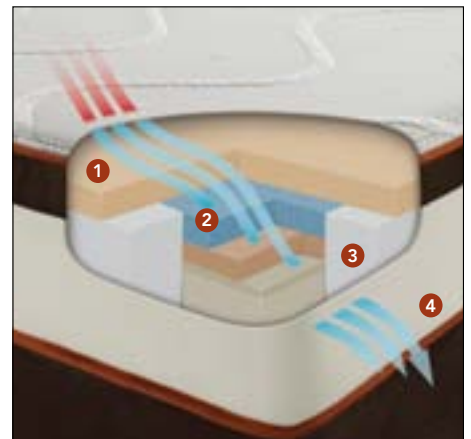
An open cell structure helps dissipate heat and keep you at your ideal sleeping temperature. This unique design conforms to your body, while providing pressure point relief and freedom of movement. Select models also feature AirCool™ Memory Foam with Micro GelTouch™ for great pressure relief.

AirCool™ Design

In addition to the unique AirCool™ Memory Foam, this design includes an AirCool™ Edge, which offers support and stability right to the edge. Our proprietary open cell formulation helps the mattress breathe easier. A hi-tech AirCool™ Mesh Border Fabric surrounds the border of the mattress to allow the mattress to breathe so you sleep more comfortably.

AIRCOOL™ DESIGN COMPONENTS

- 1. AirCool™ Memory Foam**
conforms to your body, provides pressure point relief and freedom of movement.
- 2. AirCool™ Memory Foam with Micro GelTouch™**
(select models) infuses our proprietary memory foam with gel technology that adds support for an enjoyable sleep experience.
- 3. AirCool™ Edge System**
offers support and stability right to the edge, while our proprietary open cell formulation helps the mattress breathe easier.
- 4. AirCool™ Mesh Border Fabric**
is a hi-tech mesh border fabric for greater breathability and airflow. Select models offer a removable and dry cleanable cover.



FEATURE	BENEFIT	PROOF & DEMONSTRATION
AirCool™ Memory Foam	<ul style="list-style-type: none"> • Dissipates Heat and keeps you at your ideal sleeping temperature. • Recovers Quicker. No “quicksand” feeling that other foam mattresses can give you. • Consistent Comfort. Conforms to your body from day one, with no break-in period. 	<ul style="list-style-type: none"> • In third party testing, our AirCool™ Memory Foam showed six times better airflow than a leading competitor. • AirCool™ Memory Foam does not need to be broken-in mechanically (e.g. walked up and down on) as our proprietary formulation chemically opens the cell of the foam to assure consistent comfort from the moment the foam is poured. • AirCool™ Memory Foam provides an enhanced consistent comfort benefit through its proprietary formulation which allows for greater consistency pour-to-pour. • Push your hand into the AirCool™ Memory Foam and notice how quickly it returns to its original shape. • Put a piece of the AirCool™ Memory Foam and a piece of the leading brand in the refrigerator or freezer for five minutes. When you take the foam out, notice how the AirCool™ Memory Foam has the same consistent feel, while the leading brand is much firmer.
AirCool™ Micro GelTouch™ Memory Foam (select models)	<ul style="list-style-type: none"> • Provides support and pressure relief. 	<ul style="list-style-type: none"> • In a comparison test, our AirCool™ Micro GelTouch™ offers 20% greater pressure relief than a competitor.
AirCool™ Sleep System <i>AirCool™ Edge®</i> <i>AirCool™ Transflexion® Core</i> <i>AirCool™ Mesh Border</i>	<ul style="list-style-type: none"> • Promotes airflow to help keep you at your ideal sleeping temperature. • Open cell formulation helps the mattress breathe easier. • Hi-tech mesh fabric surrounds the border of the mattress to allow it to breathe. • Patented process designed to ensure consistent comfort and support for the life of the mattress. 	<ul style="list-style-type: none"> • Watch video animation to see how air flows through each component. • In a comparison test, the AirCool™ Transflexion® Core had 30% better airflow than standard polyurethane support cores. • In a comparison test, our AirCool™ Mesh border fabric offers 20x better airflow than standard suede border fabrics.
Stretch-knit fabric	<ul style="list-style-type: none"> • Available in EvenLoft® fabric or a removable cover that can be dry-cleaned. Designed to conform to the body. 	<ul style="list-style-type: none"> • Lay on the bed and feel the smoothness of the fabric and how it conforms to your body.
CertiPUR-US® Certified	<ul style="list-style-type: none"> • Low emission (VOCs) for indoor air quality. • Made without ozone depleters. • Made without PBDEs. • Made without mercury, lead and heavy metals. • Made without prohibited phthalates. 	<ul style="list-style-type: none"> • The polyurethane foam in every ComforPedic Loft® mattress has been tested by an independent program to meet rigorous environmental health and safety standards.
Triton® Foundation	<ul style="list-style-type: none"> • Offers superior durability and reduced motion. 	<ul style="list-style-type: none"> • Stand on the foundation to feel the rigid structure and absence of movement; notice the difference on other foundations.
25-Year Limited Warranty	<ul style="list-style-type: none"> • Guaranteed longer-lasting durability. 	<ul style="list-style-type: none"> • Mattresses underwent rigorous industry-standard durability tests, including rollator and Cornell, demonstrated superior results and exceeded performance standards.