



"Science is a way of sending people to sleep," Ludwig Wittgenstein was quoted as saying. The famous Austrian philosopher of course was saying that from a philosophical perspective, not a scientific one. Little would the great philosopher know about the development of "sleep research" in the U.S. at the first half of the 20th century, which truly sent countless people to quality, deep sleep – with a little help in comfort and support from a high quality mattress.

The hi-tech patented NxG™ Advanced Memory Foam with the legendary Simmons® pocketed coils, the new NxG™ 250 Plush Mattress responds instantly to body heat and contours.

Sleep like a BEAUTY

Quality, uninterrupted sleep is helped with science and innovations.

"It was in the 1930's that Simmons, the legendary American mattress brand, funded a six-year project at the Mellon Institute (in Pittsburgh, Pennsylvania, United States) and this was the first sleep research project ever conducted in science, industry, medicine or otherwise", notes Charles Edward Steed, an Atlanta-based consultant to Simmons Asia.

Predating the sleep research was one of the company's milestones, when it made mass production of pocketed coils possible with a revolutionary machine in 1925. Following that was the birth of a new series of mattress called Beautyrest®, that would prove world famous in the days to come.

"Simmons® has always been a technology-driven mattress company," says Steed, a businessman who considers himself to be a lifetime fan of the brand. "Back in 1925 the company designed and made a machine that could mass produce pocketed coils that formed the basis of Simmons® Beautyrest® series mattress. For its comfort and unparalleled support it was marketed four times the price of other mattresses in the market." To date, Simmons® has been a leader in the premium mattress segment in the U.S. as well as in many other countries where it has a presence.

Ever since pocketed coils were made available via mass production, their applications have made the Beautyrest® series a much loved mattress, winning acclaim early on from celebrities including innovators Henry Ford and Thomas Edison to First Lady of the time Eleanor Roosevelt.

Being celebrated for innovations, Simmons® never stops pushing the boundary for features that contribute to people's quality sleep. Depending on different series, there are comforting materials like natural alpaca layers, modal yarn and breathable cashmere, as well as ingenious designs like high-density foam encasement and patented No-Flip design.



Steed offers his advice: don't cut your sleep down.

Like an ambassador traveling around the world to spread the good word of things he trusts, Steed has made the studying of mattresses and other bed accessories his labour of love. An interesting discovery that he has made is that every culture tends to have its own philosophy of sleep and it's common for a culture to prefer firmer over softer mattress, like most Asians do, and vice versa. More universal is the fact that human DNA determines how many hours of sleep each night each person needs. Failing to achieve that, one can suffer from immunity disorder, impaired decision making ability and poor memory. On the contrary, quality sleep is rejuvenating and can be seen as an investment that pays dividends in the long term. Advice Steed is willing to share: "Don't cut your sleep down."

Simmons® has a range of mattresses to suit everybody's needs. The most premium series, the Beautyrest Black™, for example, features an Advanced Pocketed Coil where three coils are woven together to provide enhanced strength and durability. The innovative design provides a level of seclusion like no others and it is particularly suitable for couples who will benefit from the increased motion separation, which in turn reduces movement on the bed caused by one's partner's tosses and turns.

For Simmons®, where the drive for specialty sleep products is governed by the philosophy summed up nicely in "Better Sleep Through Science.", innovation breeds novelty. The latest material used in the mattress to help one get an undisturbed night's sleep is a new generation of Visco Memory Foam, called NxG™ Advanced Memory Foam. The new, patented memory foam dissipates heats and responds to body pressure and movements. It also gently conforms to the body profile to provide unique support and a cradling feeling so luxurious that few words do it justice. Comfort is further enhanced with excellent air circulation. The material resumes to a normal, smooth shape when not lied upon.

For the best possible sleep quality, Steed likes to emphasise the importance of a good sleep environment, which is ideally quiet, dark, cool, and disturbance-free of modern devices like mobile phones. Before leaving to catch a flight to his next stop, Steed is pleased to offer one more piece of advice to those busy as a bee, "Take the work out of the bedroom."

The bedroom is a place for sleep and good sleep is the only rejuvenating recipe. It helps with a Simmons® mattress, whose effect on sleep is the result of research and science.