

Advanced technology gives deeper sleep

Nothing boosts your physical body, performance and ability to achieve your dream as much as profound, quality sleep.



Sleeping is not a waste of time. Scientists and sleep experts agree that qualitative sleep is always a better key to relaxation and rejuvenation.

"Insomnia may be cured. In the sports world, an athlete gets a good pair of shoes and a swimmer has a good swimming suit. Although these accessories do not guarantee a medal in competition, they absolutely help develop the full potential of the sportsman. Likewise, a quality mattress creates better sleep," said Charles Edward Steed, Consultant of Simmons Asia.

Kung Fu Panda, the well-received animation, may insist there is no secret recipe for success. But in sleep, there is a god's nectar. To Steed, this means a good sleeping habit. Although there is an increasing awareness of the importance of sleep around the world in the recent ten to twenty years, most people remain inert to changing the scenario. For this reason, Steed recommends city dwellers to re-think and change their sleeping habits. Along with moderate eight hours of sleep, Steed urges no "junk sleep."

Television, computers and mobile phones should be kept out of sight from the bedroom. Some people may have heard that the frequency released by a

mobile phone is as active as a human brain. Steed strongly advises that a bedroom should keep to its pure function of resting. "Any signs of piled clothes or papers will act as subtle signals of stress. It is also useful to turn the room temperature lower and keep the moments before bed totally relaxed."

Good sleep is a simple thing to improve in life, but it is often our decision whether we want to make it or not. We just have to dedicate a room to sleeping, and a bed to sleeping.

"Knowing that sleeping is so important, a quality mattress should be a worthy investment that promises a healthy or even an abundant life," said Steed. "When age-old techniques meet with new technology, it energizes the mattress industry. Simmons® Beautyrest® NxG™ series is a fine example."

Simmons® Beautyrest® NxG™ 250 Plush Mattress

Have you ever had a feeling that the mattress that you are sleeping on does not perfectly fit into your body contour? According to Steed, traditional memory foam often gives a dead feeling that makes your body hard to move. But now, Simmons has good news for you.

Superbly combining the hi-tech patented NxG™ Advanced Memory Foam with the legendary Simmons® pocketed coils, the NxG™ 250 Plush Mattress made in US, responds instantly to body heat and contours, swathing you in first class sleep. The visco elastics help disperse body heat at a faster pace. Launched in the US for nine months, this new mattress has received very high compliments.

Patented by Simmons® in 1925, Simmons the pocketed coil conforms naturally to your body, giving you optimal support and minimal motion transfer, contributing to an uninterrupted sleep. More than a sheer piece of technology, Pocketed coil is a blend of art, balanced harmony, and the enjoyment of perfection.

Coming with a choice of Queen, King, and Super King sizes, Simmons® Beautyrest® NxG™ 250 Plush Mattress has a 34cm height. The advantages of this brand new product are many:

- Uniquely formulated, patented memory foam dissipates heat and responds instantly to body contours and movements.
- Boasting an ultra 360° foam encasement, the model has a high-density foam encasement for superior sleeping comfort right to the edges.
- No-Flip design Patented Single-sided enhances motion separation and eliminates the need to turn or flip the mattress as upkeep.

Choosing a long-established brand

With the philosophy of "Better Sleep Through Science." in mind, the respected sleep authority Simmons has engaged in continuous research and innovation for the last 130 years to give customers uninterrupted sleep.

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