



THE RELUCTANT

Man's Guide



TO MATTRESS BUYING

First things first.

Do you need a new mattress?

That's the big question. Be sure that your bed is to blame for your sleepless nights. Chances are if a couple of these signs apply to you, it's time to start shopping:

- ✔ *You often wake up with stiffness, numbness, aches and pains. And your name isn't Nick Nolte.*
- ✔ *Your bed hasn't aged well. It sags, has lumps or, on those occasions when you change the sheets, you can see stuff you shouldn't, like strands of wire.*
- ✔ *You often think to yourself, "I need a good night's sleep. I better stay on the couch."*
- ✔ *Your mattress is older than the term "Hanging Chad."*

Regarding the age of your bed, you might think eight years or so isn't very long. But it's important to remember that as you grow older, and become a bit creakier, your bed has to keep up with your body's needs and still give you proper support.





The importance of good sleep.

We're not here to sell you on a new mattress. But we can't underestimate the importance of getting solid sleep. In today's over-worked, caffeine-fueled society, proper sleep can help reduce stress levels, increase productivity and keep you healthier. To get better sleep, maybe you need a new bed or just better habits at night. See the back of this guide for some important sleep tips.

If you've decided to shop, let's begin the tutorial.



Lesson One: Know thy mattress.

As you'll soon learn when you shop, there are *many types of mattresses* to choose from. A little homework will keep you from feeling overwhelmed in the store.

Innerspring mattresses, the most traditional type of mattress set, typically use systems of open coils or metal springs layered between padding. When shopping you'll hear the term "Coil Count." Typically, the higher the count, the more support you'll get.

Pocketed Coil® spring mattresses, created by Simmons®, feature an advanced innerspring system. The springs are individually wrapped in a fabric cover, enabling each coil to adjust independently to your body. Because these springs move individually, if your bedmate rolls over, the motion won't disturb your incredible dream of bowling 300 with your opposite hand while wearing a clown suit.

Memory foam mattresses are constructed of high-density polyurethane and conform to the body to reduce pressure points and provide natural body alignment. Memory foam is temperature sensitive and conforms as your body warms it. Latex foam is not sensitive to temperature and is available in many different densities. When you research, be on the look-out for new and better types of foam, as new generations are constantly being developed.

Hybrid mattresses feature layers of foam and coils. These beds give you the comfort and support of both technologies. And, if you're not sure about buying an all-foam mattress, it makes for a nice compromise.

Air mattresses use air chambers as their primary support. A quality air mattress will mold to body contours. Some models come with adjustable air chambers, so you can change your bed's firmness whenever you like. A great feature for the comfort-challenged among us.

Water mattresses come in several varieties but are all designed to conform to the body to reduce pressure points. Built for stability, today's beds feel nothing like their groovy, wavy ancestors from the late 70's.

Choose your comfort. Firm? Plush? Or Pillow top?

It has long been said, and usually by hard-boiled men with calloused hands, that the only mattress you need, sonny boy, is a firm one. But thankfully, that kind of thinking is changing. Today, plush and pillow top mattresses are selling well as guys realize that a soft mattress will not diminish their ability to change a flat tire. But, ultimately, the decision is up to you. Some people like the solid feel of a firm mattress, while others would rather sink into bed and prefer a pillow top. Do yourself a favor and spend a few minutes on each to see which feels best.



Be prepared. Tips for shopping.

- 1.** Pricing games. Stores near each other rarely carry the same exact model, which makes it difficult to compare prices directly. To get a better deal, find a model you like, then go to another store and see if you can find a bed that feels just as good for less.
- 2.** Take your time. You'll spend more hours in bed than on your couch. Hard to believe, but true. So be happy with your choice. Shop as long as you can take it.
- 3.** Scour the newspapers. They're full of ads and flyers offering good deals. You can save \$2 on a bucket of chicken and find out which mattress stores are having big sales. So it's win-win.
- 4.** When picking a size, think long term. If you're single and bathe regularly, consider the possibility that you might be sharing your bed in the future.
- 5.** In the store, test for real. This goes back to the point about taking your time. However you normally sleep, lie that way for a few minutes. Politely tell the sales guy to go away while you relax.
- 6.** Bad back? There are plenty of mattresses that can help. Look for models specifically designed for people with back pain. They'll help keep your spine in alignment while you sleep.
- 7.** Be a policy geek. When it comes to returns, testing period, delivery charge and hauling away your old bed, every store is different. Be sure to ask about all these details. It may affect where you buy.
- 8.** Yes, buy the box spring. Like meat and cheese, a mattress and foundation are a perfect pair. Getting only the mattress may reduce the comfort and support you receive. Plus, it might shorten the bed's lifespan and possibly affect its warranty.
- 9.** And remember guys: assert yourself. If you're shopping with a partner, be sure you get a mattress that you are comfortable with. According to research*, 38% of men say they are unhappy with the mattress chosen by their significant other. So don't agree to a bed just because you want to get home and watch a ballgame.

Sleep tips **any guy can remember.**

- ✓ Set the mood. Make sure your bedroom is dark, cool and uncluttered.
- ✓ Sleep takes preparation. We hate to sound like your mother, but don't work, pay bills or play video games after 9 pm. Your brain needs time to shut down.
- ✓ The late news is not relaxing. Don't watch TV in your bedroom. Again, it's the brain thing.
- ✓ Get in a groove. Establish a regular sleep schedule and don't sleep in. Instead, take power naps on weekends.
- ✓ Try not to drink caffeinated beverages after 2 p.m. If you crave coffee late in the day, try decaf.



For lots more information about the world of mattresses and better sleep, visit www.simmons.com

