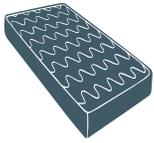


2017 MATTRESS SHOPPING GUIDE



BUY DOUBLE-SIDED

Did you know that owning a mattress that you can flip and spin can increase the life expectancy of your bed to 12 to 15 years or more? Compare that to a one-sided mattress that will last half that time, if you're lucky. Some stores may tell you that double-sided mattresses are no longer produced because of "new technology" that doesn't need flipping. Yet the truth is, many mattress companies only offer "no flip" versions because they cost less to manufacture and they don't last as long, which means big profits for them and an inferior product for you. Maximize your mattress life and your sleep investment by buying double-sided.



TRANSPARENCY MATTERS

In a world where chemicals are increasingly linked to serious health conditions, you should be confident that you are aware of all of the company's practices and know exactly what's in the mattress you're buying. A transparent company is authentic and honest, backing up claims such as "natural" and "superior" by showing you the actual materials used in the mattress you've selected. Not only should you have a clear view of how each mattress is crafted, the retailer should also disclose whether their representatives work on commission or if they receive bonuses for selling certain beds, instead of directing you to the mattresses that are right for you.



TAKE YOUR TIME

When shopping for a new mattress, you need to be in a welcoming environment that allows you to spend quality time there, without any salesy hovering or rushing. The store representative should give you at least 15 to 30 minutes per bed in order for you to imagine what it would be like sleeping in that mattress every night. Lie in your normal sleeping position to really get a feel for the comfort and support. Ask questions and let the retailer know your lifestyle and current sleep problems. This process takes time, and you should never feel hurried or pressured to "buy now".



NATURAL, QUALITY MATERIALS

It should go without saying: the best beds are constructed from the finest materials. Double-sided mattresses made with natural materials like cotton, latex and wool make a substantial difference in not only your mattress' durability and elasticity, but its retention of shape and firmness. Natural materials provide excellent heat and moisture regulation and better air circulation, plus they are naturally antibacterial, antimicrobial and dust mite resistant! Sleep healthier and happier and reduce your carbon footprint with a mattress crafted from natural, quality materials that will withstand the test of time.



SHOP BY FEEL, NOT THE DEAL

Bottom line: you're about to invest in one of life's greatest and most essential experiences — a good night's sleep. Choose a bed that will best fit your body and offer you excellent comfort and support instead of getting "the best deal". Mattress retailers often advertise big sales with misleading "today only" discounts to draw you in the door, yet if you buy a mattress predominantly because it is on sale, you will most likely be left unsatisfied. At the end of the day, always go with what feels good to you. You'll be glad you did.

Learn more at CustomComfortMattress.com