



## A PROUD LEGACY THAT DEFINES YOUR GOOD NIGHT'S SLEEP

The crafting of every quality Simmons mattress stems from a relentless pursuit of providing a good night's rest for you, right from the start of our proud legacy in 1870.

- 1870.** Zalmon G Simmons built his first factory in Wisconsin, manufacturing wooden insulators & cheese boxes.
- 1876.** Mr Simmons switched to producing wire mattresses and set the pace to change the industry.
- 1925.** Simmons' top engineer John Franklin Gail designed the Pocketed Coil Spring machine which formed the basis of the Beautyrest® mattress.
- 1929.** Social luminaries Henry Ford, HG Wells, Thomas Edison, Guglielmo Marconi and George Bernard Shaw gave their unanimous endorsements for Simmons products.
- 1958.** Simmons introduced the first King and Queen size mattresses.
- 2000.** Simmons launched the industry's first non-flip mattress.
- 2005.** Simmons launched the first-ever mattress with alternating cable coils.
- 2009.** Simmons created yet another milestone by combining the benefits of a Beautyrest® mattress with the Next-Generation Advanced Memory Foam to create the Beautyrest® NxG™ Series.
- 2011.** Simmons launched the e-ION CRYSTAL™ Series and achieves unsurpassed rest and self-rejuvenating sleep.
- 2013.** With the introduction of the Beautyrest® Recharge™ Sleep System, a combination of AirCool® Memory Foam, Beautyrest® Pocketed Coil® technology and proprietary AirCool™ Design, everyone can be Living Life Fully Charged™.

## SIMMONS INNOVATIONS



**POCKETED COIL®**  
"Do-Not-Disturb®"  
body contouring  
feature that minimises  
motion transfer.



**TESTED & PROVEN**  
Increased durability  
proven through  
Cornell University  
Indentation Test.



**SILK PROTEIN**  
An essential for a  
vibrant skin tone and  
enables skin cells to  
regenerate.



**MOISTURESKIN**  
With Vitamin E  
properties, it helps fight  
premature ageing and  
protects the body from  
cellular damage.

# Beautyrest

## The Ladies Mattress



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*“A woman is the full circle.  
Within her is the power to create,  
nurture and transform.”*

*~ Diane Mariechild*

The modern lady is graceful, sophisticated and carries herself with poise and beauty. She speaks with elegance and consideration, understanding that she makes her own choices and is empowered as a woman.

The Ladies Mattress is made solely with women in mind. Suitable for the modern lady, it is a combination of beauty and sleep, crafting the ultimate rejuvenation even while she slumbers.

The first in Singapore, Simmons® Beautyrest® Ladies Desire places the literal meaning of beauty into beautyrest. Equipped with skin-care properties, it refreshes the sleeping lady, helping her to feel confident and ever ready to take on the day.

## CLASSIC BEAUTY OF THE SIMMONS® POCKETED COIL®

At the core of each Simmons mattress is the renowned Simmons® Original Pocketed Coil® technology. It is barrel shaped, pre-compressed and joined in the middle to deliver the renowned Do-Not-Disturb® benefit.

It provides unsurpassed rest as each pocketed coil reacts independently to each motion, thus ensuring you a more restful sleep throughout the night.

*“Taking  
joy in living  
is a woman’s  
best cosmetic.”*

*~ Rosalind Russell*



## RADIANT BEAUTY FOR YOUR SKIN



### Silk Protein

An essential for providing a vibrant tone to your skin, Silk Proteins enables skin cells to regenerate. Silk Proteins are easily absorbent, and forms a protective layer to retain moisture, giving a soft and lustrous shine to your hair and nails.



### MoistureSkin

With Vitamin E properties, MoistureSkin protects the body from cellular damage as it strengthens the skin's ability to act as a natural barrier. It is an excellent moisturizer as it retains moisture, giving your skin a young, supple and healthy glow.