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CELEBRATING 100 YEARS OF BEAUTYREST®

The Legacy of Simmons®
Pocketed Coil® Technology

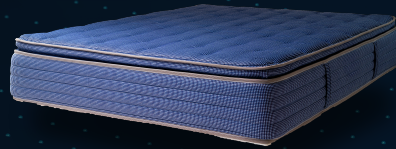


📌 Information is accurate at the point of print.

BEAUTYREST® 100TH ANNIVERSARY SERIES
FROM JAPAN



Anniversary Tight Top (TT)



Anniversary Box Pillow Top (BPT)

WHY INSIST ON A BEAUTYREST®



Over **100+ million** mattresses sold



90% of the world's luxury hotel brands use Simmons mattresses



Over **250** patents won

ADVANCE YOUR SLEEP with the gold standard in mattress technology.



Perfected Since 1925

Experience rejuvenating sleep with Simmons® Original Pocketed Coil®—also known as Beautyrest® Pocketed Coil®. Forged from strong and resilient ultra-high-grade steel wire, these coils adapt to your body's contours, providing unmatched motion separation, independent support, and superior comfort. That's why every Beautyrest® is backed by Simmons® trusted guarantee of durability and quality.



Comfort Approved by Mother Nature

Crafted with sustainable materials like recycled yarn and plant-based fibers, Beautyrest® mattresses deliver luxurious comfort while minimizing your carbon footprint. MoistCare Foam* enhances breathability and regulates humidity, helping to keep your body temperature comfortable for optimal sleep. *Available in BPT model.



Your Answer to Restorative Rest

Made from 14 types of natural mineral stones into a fiber sheet, e-ION Crystal™ Technology emits Negative Ions and Far-Infrared Rays, helping to boost metabolism, improve blood circulation, support heart and lung function, and enhance the body's natural rejuvenation process, promoting overall well-being as you sleep.

TRUSTED FOR OVER 100 YEARS Beautyrest®



1925

The First Pocketed Coil®

We invented a machine that produced the first Pocketed Coil®.



1958

A New Kind of Royalty

We introduced king and queen size mattresses—a first for the industry.



1995

The Bowling Ball Advertisment

We created the Bowling Ball Test to demonstrate our renowned Do-not-Disturb benefit—our most successful advertisement to date.



2000

The Original Non-Flip Mattress

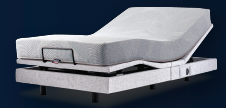
We introduced the first non-flip mattress in celebration of Beautyrest®'s 75th anniversary, inspiring the industry to follow suit.



2005

The First Advanced Pocketed Coil®

We debuted Beautyrest Black®, featuring our groundbreaking triple-wired Pocketed Coil®.



2024

Yet Another First

We unveiled the first Voice-Activated Pocketed Coil® Adjustable Bed for personalized sleep control.