

The mattress should conform to our need and not the other way around:

Don't you get fed-up every night from trying to find the right and most suitable sleeping position? This is because your mattress is not conforming to your body's shape and weight. People have different body shapes (broad shoulders and narrow hips, wide hips and narrow shoulders, big belly); this is why they tend to have back or spine problems in different locations if the mattress that they sleep on doesn't perfectly conform to their body's shape.

For example, when a person has broad shoulders and narrow hips, he or she tends to position their shoulders in the wrong way, either by opening them out-wards or by leaning them towards the mattress, ending up in a sort of unhealthy acrobatic position. Consequently, the spine will either be twisted or rested in an "S" shape, causing in the long run spinal problems. The same thing goes if the hips are wider than the shoulders.

In this respect, the mattress has to be **supportive**, and the only material that insures that is the "visco-elastic open cells" one (created by NASA but *perfected* by TEMPUR®).

What do we mean by supportive:

The mattress should neither be too hard nor too soft. If the mattress is too hard and the person laying on it has wider shoulders compared to their hips, they have the sensation that their shoulders should sink-in more into the mattress to be properly aligned with the hip and have a straight spine.

If they decide to switch to a much softer one, then he or she will end up facing another problem: having both shoulders and hips sinking-in into the mattress, causing the spine to cave downwards. This is called the "Hammock effect".

So, what to do? How our mattress should be? Well, it should be **SOFT** when you need it and **SUPPORTIVE** when you want it. Those are some of the main characteristics of the visco-elastic material that our TEMPUR® mattresses are unrivalled for. This material, not only conforms to the body's weight and shape, but also to its temperature, allowing every part of the body to rest in its NATURAL position.

So why do we keep on Tossing and Turning:

Well, in addition to not finding the right and perfect sleeping position, we toss and turn between 80 to 120 times a night due to the exerted counter pressure on our bodies. When we lay down on a spring mattress (whatever its quality and high specifications are), our body weight compresses the spring of that mattress; but those springs have to eventually go back to their original position, therefore inflicting counter pressure on our body.

Such pressure presses on the veins causing an improper flow of blood (which carries the oxygen that feeds the muscles). Not enough oxygen forces the muscles to send a signal to the brain requesting the body to toss and turn to insure a proper flow of blood, thus of oxygen. The visco-elastic material *ELIMINATES* any counter pressure on the body, *REDUCING* the tossing and turning to the *TENTH*.

How to choose the best visco-elastic material?

By both the product's weight and rebound. The higher the density of the material, the heavier (thus the *LONGER* usage life) the product is. The minimum density of our TEMPUR products is 85kg/m³ and the maximum is 120kg/m³.

Concerning rebound, if the product *PROMPTLY* returns to its original form after being compressed, this means that the product has very low density (like foam, which doesn't exceed 55kg/m³), thus neither enough support nor effective counter pressure properties.

It is true that the visco-elastic material has been conceived by NASA, but it was *PERFECTED* by TEMPUR® making it the only brand recognized by NASA and certified by the Space Foundation.

What insures a sounder sleep besides the visco-elastic material?

In addition to the tossing and turning caused by not acquiring the right mattress and pillow, the frequent interruption of the REM sleep cycle (Rapid Eye Movement) is another major factor. This is mainly due to the "Sensation of Temperature Variation". When we sleep, we go through 4 cycles of REM sleep, and all of our body senses have to go to sleep as well. Unfortunately, the only one that keeps getting awoken is the temperature sensation.

God gave us the ideal body temperature of 37c that we unfortunately do not take advantage of. When winter comes, we tend to bring out heavy quilts, wool blankets or thick pajamas, and put the heater on while sleeping. We do right opposite in summer

At the beginning we feel warm, but then we get hot and uncover ourselves. Later on we feel cold and cover ourselves, and so on. Whenever we feel hot or cold, our system tends to wake up thus interrupting the REM sleep cycle. And no matter in what REM sleep cycle we were, we don't go back to the beginning of that cycle but to the very beginning; as if we just went to bed.

Such a thing causes us to spend our night in a shallow sleep instead of a deep one, making us wake up restless the next day despite the long hours of sleep. Not knowing those facts make us think that we are too tired and need more days of long sleeping hours to recuperate. This is totally wrong and nothing will change as long as our "Temperature Sensation" keeps getting awakened. The best solution is to use quilts with **TEMPERATURE REGULATING** features.

This can be found in our "TempraKON" quilts which also use NASA's technology. This technology absorbs our excess body heat and releases it back to us when needed. In other words, it allows us to warm ourselves in winter or cool ourselves in summer with our own body temperature. Such technology not only insures the best sound sleep, but also solves a major problem of couples having different heat tolerance and sleeping in the same bed face. No more tailoring of sleeping conditions to every person's need in a couple's life, or even undergoing certain sacrifices for the comfort of the other partner.