

8 great talking points

1 Did you know that you spend more time on your bed than any other piece of furniture? You spend a third of your life in bed, and you rely on it more for your health and well-being. That's why *it's so important to invest in the best mattress you can afford.*

2 Your mattress needs to be the perfect fit for you. It's just like buying the right pair of shoes. You may have very different needs than your neighbor, so *take the time to choose a mattress that meets your individual needs* for comfort and support.

3 Do you have trouble sleeping because of stress? A third of Americans do. It's not always possible to reduce our stress, but we can pay attention to our sleep environment. *A comfortable mattress can dramatically improve the quality of our sleep.*

4 How you sleep at night determines how you feel during the day. Sleep not only determines how rested you feel, but how productive you are at work, your mood, your energy level, your memory and your overall health. *Sleeping on the right mattress is important to the quality of your life.*

5 Have you read about the most recent study of mattresses and back pain? A study at medical clinics shows that sleeping on a *new mattress can help to alleviate lower back pain.* If you wake up with pain or stiffness, it's a good sign that it's time to replace your mattress with one that offers better comfort.

6 Sleep loss can cause serious health problems. Doctors now know that too little or disrupted sleep is associated with serious medical problems, including heart disease, obesity, hypertension and a weakened immune system. *To get the healthy sleep you need, be sure you're sleeping on a quality mattress.*

7 Not sleeping as well as you used to? If you're not sleeping as well as you'd like, if you wake up stiff and sore – or maybe you had your best night's sleep in a bed other than your own – chances are *you're overdue for a new mattress.*

8 Good sleep is rejuvenating for your mind and body. But it's tough on your mattress. *Plan on replacing your mattress and its foundation regularly* to make sure you're still getting the comfort and support you deserve.

from the **Better Sleep Council**