



Fine Mattress chosen by the discerning for three decades



HOW TO CHOOSE YOUR MATTRESS

You will find the best mattress for your self when you try all Snoozer models in their various levels of firmness. We usually say that the right mattress is the one in which you notice that you don't notice you're lying in it. In other words, you are not even aware of it. You only notice how comfortable you are.

LET YOUR BODY CHOOSE

To find out which firmness to select, listen to your body. How do you feel? If you feel like you are sinking into the bed, it is too soft. If you don't sink in at all, then the bed is too firm. The right bed is one you lie in, not one you lie on top of or sink right into.

How do you usually prefer to sleep? We recommend you to sleep on your side or on your back. If you prefer to sleep on your side, you can try a bed with more depth support. The in-store bed advisors will guide you to find the right bed. With the right bed, your favorite sleeping positions may change. In the right bed you feel weightless and comfortable while every inch of your body gets the support you need.

Choosing a bed is easy: listen to your body and notice how good you feel.

CHECKLIST

- 1) Start by consulting a bed advisor in the store. They are trained to help find the right bed for you.
- 2) Take your time. You will need at least 30 minutes to try the different beds. Relax, remove your outdoor clothing, put a low pillow under your head and, if you like tuck yourself in under a fluffy down duvet. Lie down in your normal sleeping positions and notice how you feel.
- 3) Always compare two different firmness of the same bed model before making your final choice.
- 4) Still unsure? choose the slightly firmer bed.

Think about it. You spend one third of your life asleep & the quality of sleep makes all the difference to your happiness, vitality, & well being when you are awake.



Orthopedic®

8" & 10" firm mattress

If you're looking for the best orthopedic mattress in India, Snoozer Orthopedic is for you.

The lower back is where the spine meets the pelvic bone. Conventional Orthopedic mattresses are hard so the spine is curved unnaturally, creating pressure points throughout the body and inhibiting circulation. Your muscles are busy trying to ease this stress, which explains why you wake up with a lower backache.

Snoozer Orthopedic Firm Mattress has highly resilient comfort layers & a firm coil support underneath offering pressure relief without any stress points resulting in less tossing & turning for a restful sleep.



Orthopedic® Mattress on a Stanson Bed

Posture Care[®]

8" & 10" medium firm mattress

The only way to get a rejuvenating night's sleep is if your body is supported in whatever posture you prefer to sleep at night.

The Snoozer Posture Care Mattress, a best seller is preferred by people who find a firm surface too uncomfortable to sleep and on the other hand don't like the "Sink-in" feel of a soft mattress.

This mattress therefore provides the right balance of a medium firm feel - neither too hard nor too soft, making it the best mattress suitable for all ages & preferences.



Posture Care® Mattress on an Adriana Bed

Beauty Sleep®

8", 10" & 12" plush mattress

As the name suggests, this mattress is the perfect one to catch up on your beauty sleep after a long tiring day. Snoozer understands that you need luxurious comfort to help you go to sleep faster for a deep undisturbed sleep and wake up fresh. Just like the last time you did at a stay at your favourite five star hotel.

Our Beauty Sleep Mattress gives you just that!

With a minimalistic waterfall design and firm sitting edges Snoozer Beauty Sleep Mattress is reputed to be the best luxury mattress in the country for over two decades.



Beauty Sleep® Mattress on an Ashton Bed

Presidential Suite®

10", 12" & 14" ultra plush mattress

The Snoozer Presidential Suite is an ultra luxury mattress with understated looks and a subtle design element which helps deliver the most comfortable sleep for discerning buyers.

Conventional luxury mattresses have breathability issues and are too soft to give you an adequate support. Your body ends up in a hammock position, causing your shoulders and hips to pinch in, thus curving your spine. This unnatural spine curvature puts pressure on your lower back.

Presidential Suite Mattress is made with advanced coil spring support which deep down flexes silently and adapts to your body helping you give the right comfort & support preferred worldwide.



Presidential Suite® Mattress on a Baker Bed

SLEEP TO PERFORM

Are you one of many people who move too little and sit too much in everyday life? As long as we don't have any back pain, we don't give it much thought. But there's plenty you can do to prevent and minimize trouble that may arise in the future.

It is important to sleep in a bed that provides proper support for your back and keeps your spine in a straight line. You need a bed that really understands your body contours to feel true support along the length of your back.

No one can promise you will completely avoid back problems when you switch to a new, better built bed. But we can promise that every Snoozer bed is built to give you the best sleep experience for many, many years to come.

1. WHAT CAUSES THE PAIN?

Back pain falls into roughly one of two types; pain in the lower part of the back and pain that radiates down into one leg or sometimes both.

Lumbago is a sudden sharp pain in the lower part of the back. It can be caused by lifting incorrectly or some other strain, such as a wrong movement during sports activities. It is not unusual for people to wake up with lumbago. This occurs all too often when a back that has been strained during work or exercise does not relax sufficiently during sleep. A suitable bed is essential for back relaxation.

The causes of pain are numerous and explanations differ widely, depending on who you ask. The most common are small tears that occur in the different muscles, tendons and ligaments. Very little is known about this type of injury, as the damage cannot be shown with the usual X-ray methods. The explanation you usually get when asking specialists who treat back problems by manipulation (naprapath, chiropractors, doctors trained in

orthopedic manual therapy and physical therapists) is that back pain is caused by restricted movement and tense muscles.

2. DISC INJURIES

The discs of your back are found between the vertebrae. A disc consists of three separate components:

- a soft jelly-type core, which is enclosed by
- a tough ring of cartilage, and
- an outermost ligament-type layer that holds that disc in place.

These discs have a shock-absorbing function and distribute pressure between the vertebrae that can bend and turn without damage. The discs are the part of the back that first shows signs of aging. The direct blood supply to the discs' cartilage ceases at around the age of 20. Thus, the cartilage in the disc does not easily recover from damage because the properties that govern recovery are found in the blood.

We know that smoking, for example, strongly impairs that discs' nutrient supply, while exercise has a positive effect. Sometimes a slipped disc occurs, which is one of the few definitive pathological changes that are clearly linked to certain type of back pain.

While lying in bed, the pressure on the discs is at its lowest, and it is therefore important to give some thought as to whether the bed you sleep in is properly constructed.



3. EIGHTY PERCENT OF PEOPLE SOMETIMES SUFFER FROM BACK PAIN

The human back is well constructed. Though our upright posture creates a great strain on various structure in the spin, our back is built to cope. And yet, approximately 80 percent of people suffer from back pain at least once in their lifetime. Most are free from aches and pains after a week, but more persistent problems may last for months. It is rare for back pain to be caused by a bad back; it is our lifestyle that affects the spine. Scientists have shown that smoking and sitting both increase the risk of back pain. In other words, inactivity is not good for the back and inappropriate movements that are repeated, for example lifting with a bent back, may cause injury, especially to the discs.

4. AVOID LONG TERM REST

In contrast to earlier belief, it has been scientifically proven that long periods of rest and inactivity delay

the recovery process and back pain actually increases. The discomfort caused by acute back pain, for example lumbago, can be so intense as to incapacitate the person. Rest is unavoidable in this case, but it is recommended to only rest for short periods of time, and of course, in a proper bed.

In the case of acute back pain that does not radiate down into the legs, it has been shown that a period of two days' bed rest is significantly better than longer periods of bed rest. It is not dangerous to move around to some degree, even if you experience a bit of back pain. However, it is vital to get the seven to nine hours of sleep that your body needs per day. Properly rested muscles give the body more capacity to heal and rejuvenate itself.

A good night's sleep is one of the best things you can do to guard against back problems and promote your health in general.

DISCOVER LIFE CHANGING SLEEP

Investing in a Snoozer bed is unlike any other bedding purchase you will make in your life. It is an investment in you. Our deep and abiding belief is that there is more out there than what most people around the world currently know of as “sleep”. This is not supposition, this is fact. Most people have never even imagined the kind of sleep we know is possible in Snoozer bed. In a Snoozer you fall asleep quickly and stay in deep sleep for a long time- two factors that give you true quality sleep. Choose the right bed for yourself and that give you will discover the beauty of deep sleep. It will change your life.

THE ABILITY TO FALL ASLEEP QUICKLY

When you fall asleep your body lowers its metabolism and body temperature. Your body slows down and prepares to sleep. The quicker you fall asleep, the more effective your time in bed will be.

You have probably heard someone say, “If you can't fall asleep, try to go out of bed and do something else.” This is a good advice if you go to bed and are not tired. But in many cases you simply do not fall asleep because most beds heat up from your body temperature and prevent you from falling asleep. The advice to leave your bed gives it the opportunity to cool down.

STAY IN DEEP SLEEP

When you minimize the interruptions to your sleep, you will sleep better. Tossing and turning in bed does not give you the full length of your deep sleep. Moving in bed is inevitable, but when the movements are as few as possible, you will stay longer in deep sleep. If you are on a firm bed that causes pressure on your body you will have to move more often than you should. That same goes if your bed is too soft.

When you find a bed that supports your body from head to toe, enabling your blood to circulate through your body, you will discover the bliss of peaceful sleep. A Snoozer bed is built to shape to your body's contours, providing you with the support and relief you need for solid sleep.

NOISE REDUCER

If you live in a city, commotion and street noise will be a nightly companion. Many find this disruptive when attempting to sleep. A noise reducer in check. Both mask sleep – depriving clatter with soft, rhythmic sound that allow you to drift of peacefully.

AIR PURIFIER

Anyone who suffer from allergies, asthma, or nasal congestion know these conditions can be major obstacles to much-needed sleep. Installing an air purifier into your bedroom can be the best remedy. A Good air purifier helps to clean the air and reduce the odds that pollutants, pollen and other air borne allergens will make their way into your lungs and nose.

TRADE AIR FRESHENERS FOR AROMA THERAPY

Ask people who are allergic or sensitive to perfume what they think of synthetic air fresheners and they will tell you the chemical compounds they emit triggers them immediately.

Instead, why not learn from the masseur. The right scent is vital to helping the body relax when having a massage. Falling asleep is no different.

You might be surprised what a diffuser and a few drops of essential oil from lavender or neroli (bitter orange) can do to soothe your mind.

BLACKOUT CURTAINS

It takes less light than many people think to interrupt sleep. For many, a completely dark room can be the key to a good night's sleep. A sleep mask can help, but black-out curtains are even more effective at eliminating light through the window (and even some sound). Just be sure that they are mounted and measured above the window frame and all the way down to the floor in order to block the light.

GO ALL NATURAL WITH YOUR BEDDING

Airflow and breath ability are key if you want to minimize the risk to waking up in sweat during the night. It is advisable to sleep in bedding of 100% natural materials and without anti-wrinkle coatings.

DIM YOUR ALARM CLOCK

If you manage to block out the light from your windows, don't forget the source of light from your gadgets. The little blue light from your alarm clock, TV, or Smart phone could be hindering your sleep by interfering with your melatonin production. Turn the light away from you and while you are at it, place your alarm clock and other electronic equipment) at least three feet away from your head while you sleep. This to avoid EMF - electromagnetic frequencies - that can act as a stimulant to your nervous system.

KEEP YOUR COLORS COOL

Colors affect the human body. Warm colors actually increase your heart rate, blood pressure, and body temperature. They are good in busy spaces, such as the living room where you want activity. Cool colors the living room where you want activity. Cool colors are best for spots where you seek stillness, like the bedroom. Blue color and even brown can be great choices. Love yellow or red? Keep it as an accent color, on a pillow, a blanket or in pieces of art.

AVOID CARPET IF YOU CAN

There are several reasons that make carpets a troublemaker in the bedroom. Most carpets are made out of petroleum-based synthetic nylon and polyester blends. This renders them a significant source of indoor air pollution. They can continue to emit chemical gases for as long as five years. Then there are the inevitable dust mites that can trigger allergies and asthma. Instead, go for natural fiber rugs of wool or machine-washable cotton. Find it difficult to part with your carpet? Then make sure to vacuum it often, and open the windows in nice weather to let things breathe.

CHOOSE LOW OR NO VOC PAINT

Conventional paints "off-gas" or evaporate which means you breathe in chemicals while you sleep. These emissions continue for approximately 18 months after painting. Luckily, healthier options are not hard to find.

LET PLANTS PURIFY YOUR AIR

Use plants as air purifiers in your homes. Reports suggest the initiative has delivered dramatic decreases in breathing-related health disorders and significant increases in productivity.

ARECA PALM

(CHRYSLIDOCARPUS LUTESCENS)

A study conducted by NASA concluded that the areca palm not only produces oxygen but also filters xylene and toluene from the air. A plant of 1.8 m (5 ft 11 in) in height will transpire 1 liter of water per 24 hours, making it a great choice for humidifying indoor air.

The leaves are arched, 2-3 m (6 ft 7 in - 9 ft 10 in) long, and the palm bears panicles of yellow flowers in summer. The areca palm is grown as an ornamental plant in gardens in tropical and subtropical regions, and elsewhere indoors as a houseplant.

IMPROVED PHYSICAL PERFORMANCE

When it comes to athletic performance, researchers have found that athletes who sleep at least 10 hours a night or for a longer period of time improve their results. This is because they are consolidating their newly learned skills and benefits from a growth hormone released while in deep sleep. The hormone stimulates muscle growth, bone building and helps recovery from exertion. While you sleep, your brain is hard at work strengthening memories and practicing skills you refine during the day. The process is called consolidation. Part of the learning process, whether physical or mental, is done by practicing while you rest, your brain continues practicing, recognizing the structuring the information, enhancing your performance.

A SHARPER MIND

It is becoming clear just how much there is to win from giving the body the eight hours a night it needs to run the checks and balance that maintain and improve our health and physical functions.

We are unaware of the toll we pay when allowing ourselves to be sleep-deprived. Studies consistently show that people who sleep less than eight hours a night don't perform as well in concentration and memory tests, even though they experience no deficit in intellectual performance.

How does it work? Sleep takes us through different phases. Deep sleep and REM sleep - also known as dream sleep - are two stages that are essential to our ability to learn. Deep sleep cements our knowledge and enhances our impressions, allowing us to remember what we have learnt for longer. REM sleep, during which we undergo rapid eye movement, has proven important for learning processes and behavior.

While we dream, our brain processes what we have learnt during the day - a procedure that continues not only during the first night but for several nights. After three nights of good sleep, the brain has trained the memory to its maximum.

GREATER LOOKING

Science has put facts behind the popular term "beauty sleep." During deep sleep, stimulated growth hormone produces collagen, which connects and supports body tissues and aids skin elasticity. Also during deep sleep, the muscles we govern with our willpower relax. These factors work against the formation of wrinkles. When we don't get our eight hours of beauty sleep, our bodies lack sufficient time to arrange for efficient blood flow, with the unpleasant consequences that our faces become swollen and our eyes red and puffy.

KEEP TO YOUR IDEAL WEIGHT, STAY IN BED

Not getting enough sleep affects metabolism and eating habits. A sleepless night lowers the body's energy consumption and constrains the brain's ability to regulate levels of the hormones ghrelin and leptin that affect our sense of hunger and fullness. What's more, blood flow increases to the parts of the brain that influence how we relate to food. When we don't get proper sleep, fattening foods seem to stimulate stronger responses in a part of the brain that governs the impulse to eat. A sleepy brain appears to not only respond more strongly to junk food, but also has less ability to rein in that impulse.

A LONGER LIFE

If you value health, a good bed and sound sleeping habits will give you the best return on investment you've ever had. Losing essential hours of sleep harms the body, depletes your immune defenses and reduces your ability to concentrate and remember.

If the brain doesn't get the required hours to run its cleansing routine, stress hormones multiply, blood pressure rises and inflammation-causing substances in the blood increase. Studies have confirmed a connection between failing to get enough sleep and chronic illnesses such as cancer, heart disease, diabetes and obesity, raising the risk of shorter lifespan. But a lack of hours is not the only factor that affects our health. The time of day we sleep is also a crucial factor in staying healthy.



CARE INSTRUCTIONS

A Snoozer bed or mattress is an investment. An investment in your quality of sleep, which is an investment in your quality of life. And like any good investment, it will yield returns over a great period of time. Simply follow these easy instructions.

Your Snoozer mattress is upholstered with pliable materials. These materials will conform over time to adapt to your body shape and sleeping style, becoming more pliable and form-fitting. Careful care of your mattress will ensure it retains its beauty and, more importantly, delivers great comfort for decades to come.

GETTING STARTED

Cleaning your bedroom or changing your sheets is an excellent time to examine your bed. Be sure to look for accumulated dust, any stains, and that you mattress is settling correctly.

CLEANING

Your mattress will need vacuuming at regular intervals. Use the furniture attachment for best results. Don't forget the dust inhibiting, cotton lining on the underside of the mattress. You can clean this area by flipping the mattress. If you have an adjustable bed, simply raise the head and foot sections so you can access underneath. Never try to beat the dust out of your top mattress! Use your vacuum instead.

WARRANTY

Snoozer beds have a 15 year written warranty against spring and frame breakage from delivery date. Please register your bed at www.snoozer.in to activate the warranty.

WASHING

Your Snoozer bed is made using the best material.

As such, it is not recommended that it be washed, laundered or dry cleaned. But accidents do happen and a textile cleaner or furniture foam should be sufficient to clean any stains. There is a small risk the cleaner could discolor the fabric or damage the natural mineral solution that makes the bed fire retardant. To prevent this, we suggest testing a small portion on an unobtrusive section of the mattress. For ultimate mattress protection, we recommend using a Snoozer bed skirt and mattress cover.

COLOR APPEARANCE

All natural fabrics have a tendency to fade when exposed to intense sunlight or powerful spotlights for long periods. Snoozer fabrics retain color well. However, we recommend that you keep your Snoozer bed away from strong direct light or protect the bed with a bed skirt if you wish to avoid slight color variations on the bed.

FRAGRANCE

When you first get your new mattress home, you may notice a slight scent from the materials your bed is made from. This is normal and will decrease over time. You can accelerate this process by keeping the climate in the room as stable as possible and airing out your mattress. This is as easy as not making your bed in the morning, and putting your linens and top mattress to the side. Your top mattress should be more thoroughly aired out at regular intervals -- simply remove any bed linens that would normally cover it.



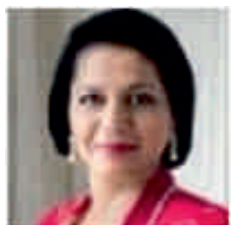


Credible Reviews that Matter

We have been using Snoozer Mattress for its solid build quality & comfort for nearly two decades. Highly recommended.

Anjali Goel

La Sorogeteka, luxury interiors for Homes & Palaces in India & Middle East



One of the reasons we choose Snoozer Mattress since 2002 is because they are the most comfortable and last the longest. They provide the right firmness with a comfort and support for a really good night's sleep.

Priya Paul

Chairperson, Park Hotel



I ordered Snoozer Beauty Sleep Mattresses. I was pleasantly surprised they were as good as the high priced Imported Hotel Mattresses.

Naveen Jindal

Chairman, Jindal Steel and Power Limited



Snoozer mattresses are very comfortable to use and long lasting. They are a complete value for money. Excellent product.

Meenu Tognatta

Corporate Housekeeper ITC Hotels



As a Hospitality Project Professional for the last 30 Years, I've been using Snoozer mattresses for one & half decades. I can confidently say that Snoozer Mattress has given my client's the best night sleep.

Ajit Thomas

Hyatt International Technical Services. UAE & India



At Postcard Hotels & Resorts everything has to be the best in class. Our guests say they had the best sleep experience in years. Snoozer has been our intrinsic partner in that experience.

Kapil Chopra

Ex President The Oberoi Hotels Group



Sitting for 12 hours at a stretch during tournaments, I had been looking for the right mattress for sleep for quite some time until I came across Snoozer Posture Care Mattress. It has literally increased my sleep by 4 to 5 hours and is giving me the most comfortable sleep of my life. I highly recommend this mattress to others.

Sahil Mahboobani

Professional Poker Player, Gurgaon

More credible reviews at www.snoozer.in



Highest International Certified Supplier Partners

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Because world's best mattress use adaptive coil spring support.

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