

# saatva

Sleep Enlightened







**Forbes**

America's Most Promising  
Companies (Saatva #68)

**O** THE OPRAH  
MAGAZINE

"Built for a queen  
and covered in  
organic cotton."

**Google**  
Customer Reviews

★★★★★  
4.8/5 User rating

**Business  
Intelligence  
GROUP**

2018 Sustainability  
Product of the Year

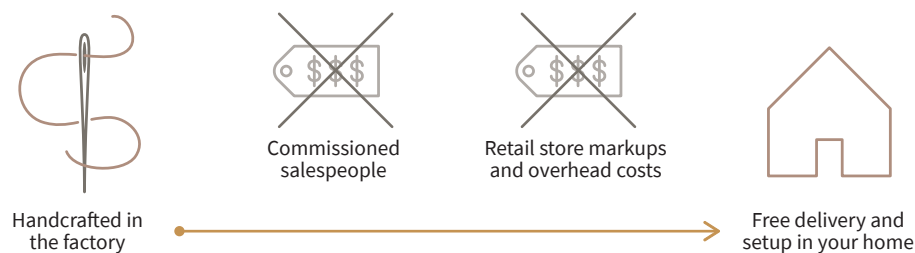
 apartment  
therapy

"You really would  
have to spend a lot  
more to beat this."

# The Saatva advantage

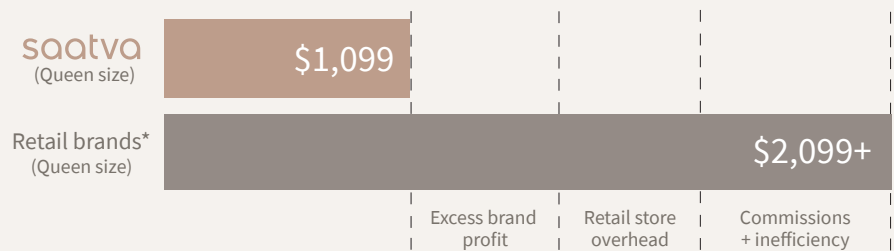
We set out to shake up the mattress industry by making a better product at a better price.

Now, the Saatva mattress is America's #1 selling innerspring mattress online.



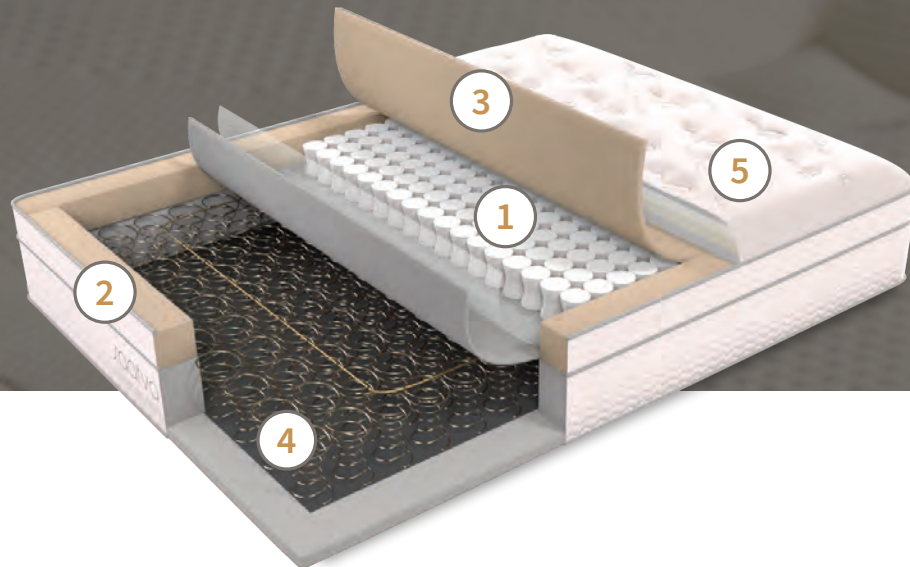
Let's face it — mattress shopping has been notoriously frustrating. Newly-developed technologies are slow to reach retail outlets, and premium products are prohibitively expensive. At Saatva, our mattresses feature cutting-edge sleep technology and ultra-premium materials at up to 70% off the retail price in stores. As an online-only retailer, we have eliminated the cost associated with the traditional mattress industry, such as store rent, sales commissions, inventory inefficiency, and other mark-ups.

70% less than comparable mattresses in retail stores



\*Stearns & Foster Reserve No. 3 Luxury Firm Euro Pillow Top Mattress at us-Mattress.com (\$2,749)

# Handcrafted luxury built for sustainability



We've uniquely combined the top 5 features found in ultra-luxury innerspring mattresses to make the perfectly affordable luxury mattress.

## **1. Individually wrapped comfort coils**

The most advanced coil system in the luxury mattress market, our individually encased coils provide optimal airflow and minimal motion transfer. Our coils work together to respond and contour every body shape.

## **2. Dual perimeter edge support system**

Saatva's upper comfort coil system is encased in foam along the perimeter, which adds more sleep surface, edge support and adds durability that deters sag. Only ultra-premium mattresses have this feature.

## **3. Spinal support enhancement**

We've added a premium layer of visco-elastic memory foam, along with active wire support, in the

center third of our mattress. This provides pressure relief, reduces stress and tension in the lower back, and promotes spinal alignment.

## **4. Steel coil base support system**

Our tempered steel support lower coil base creates a highly supportive, durable mattress designed to prevent sagging and provide optimal airflow through coils. All Saatva coil units are tempered three times and oven baked.

## **5. Organic cotton cover and euro pillow top**

Tucked under our rich, organic cotton cover, our euro pillow top offers more wadding and cushioning materials than most typical pillow tops. Our super plush pillow top is designed not to shift or lose shape.

## What is your comfort level?

Saatva puts you in the driver's seat by offering a choice of 3 firmness options we call plush soft (soft), luxury firm (medium), or firm with no difference in quality or cost. About 80% of our customers choose the luxury firm because it fits most sleep styles with an ideal blend of uplifting support and cushy comfort, similar to a luxury hotel mattress.



### Plush Soft

Softer, conforming foams create a mattress that hugs to your body while you sleep. Still just the right firmness to ensure you don't sink in but will conform to your body.

#### Choose Plush Soft if you:

- Prefer a soft mattress
- Sleep on your side or back
- Like feeling enveloped in your bed
- Have trouble with your arms falling asleep before you do

### MOST POPULAR

### Luxury Firm

Our flagship comfort level and the #1 comfort choice in the ultra-premium mattress classification. The comfort level used in luxury hotels, offering a perfect balance of cushioning and contouring support for optimal spinal alignment.

#### Choose Luxury Firm if you:

- Enjoy not too firm, not too soft
- Sleep on your side, back or stomach
- Sleep differently than your partner
- Switch sleep positions often
- Want a luxury hotel feel

### Firm

An initial plushness quickly followed by the firm support you desire. Our core is just the right firmness balance to ensure you don't sink into the mattress or feel like you are sleeping on a board.

#### Choose Firm if you:

- Prefer a mattress that you float on top of instead of sink into
- Sleep on your stomach or back
- Were recommended a firm mattress by your doctor
- Prefer a firmer mattress



# Better spinal alignment. Better sleep.



Saatva's unique spine and back support technologies work in multiple ways to provide optimal support for a pain-free morning.

## **Saatva spinal zone technology**

Saatva mattresses contain the patented "Spinal Zone" sleep technology, clinically proven to help reduce back pain and stiffness with an active wire support in the center third of our mattress. This helps provide correct spinal alignment resulting in improved sleep quality. Working in conjunction with Saatva's distinctive coil-on-coil system, the Spinal Zone reacts to any body type to provide a wide range of support, improve weight distribution, and lessen pressure points. A West Virginia University Exercise Physiology Department study found that a Spinal Zone mattress offers the following:

- 29% improvement in sleep quality
- 34% reduction in back pain

## **Saatva lumbar support memory foam**

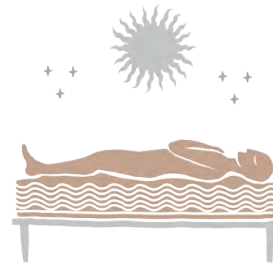
Saatva mattresses use a densified foam layering system. This system is designed to provide additional support in the middle third of the mattress (the lumbar region). We pre-compress the cushioning in the lumbar area to eliminate breakdown and provide additional support. We also add a layer of visco-elastic memory foam in order to provide extra pressure relief in this area of the body most commonly associated with pressure points. This system enhances the quality and comfort in our beds, making it one of the best mattress values in the ultra-premium classification.

## Better construction = More health benefits



### Healthy airflow

Airflow between our springs allows for clean evaporation of water from nightly perspiration. This acts as a significant deterrent to germs and dust mites. Healthy airflow also means our mattresses sleep cool.



### Contouring pain relief

People with back, hip or overall joint pain will feel more comfortable on our layered, contouring design, which nourishes the back, hips, shoulders and joints. This aids circulation and overall health.

### Pillow top cushioning

Our euro top pillow top provides the perfect amount of cushion contouring in conjunction with providing proper firm support for the spine. This design eliminates pressure points and also aids circulation.

“I am quite the cynic, so I was so surprised at how comfortable this mattress actually is. It was great to wake up refreshed without any stiffness, or any aches in my back.”

— Gina G. (SC)



### Chiropractic Seal of Approval

To meet the criteria for the Chiropractic Seal of Approval, mattresses must conform to a number of strict standards for back and spinal health. Saatva's ultra-premium construction, including the use of the Spinal Zone technology for added support, qualifies us for the COCSA seal.



## Eco-responsible materials

Saatva's handcrafted mattresses meet strict environmental, health and safety standards. We believe we have found the perfect balance of health, environmental responsibility, and affordability in our mattress.



### Organic outer covering

Our lush euro pillow top and sides are wrapped in our rich, organic cotton cover. It's healthy, breathable, and supremely comfortable.



### Innersprings made of recycled steel

Our lower support coil base was designed for maximum durability — the recycled steel has been tempered three times and oven baked.



### Natural thistle flame retardant

We utilize natural thistle pulp woven into a mesh. We do not use harmful chemical sprays to make our mattresses flame retardant.



### Responsibly sourced and constructed

We manufacture in the U.S. using the highest standards possible. Our flagship east coast factory uses solar power and a carbon neutral strategy.



“I decided my purchase had to be environmentally friendly, organic cotton, and made in the USA. Then I found Saatva. I cannot express how pleased we are, both with quality of mattress, overall customer service, and delivery/set up.”

— Jennifer E. (NY)



**Saatva is a lead sponsor of the Sustainable Furnishings Council (SFC).**

Sustainable furnishings are made and distributed in ways that protect our planet. SFC members, like Saatva, take immediate steps to minimize carbon emissions, waste stream pollutants, un-recyclable content and primary materials from unsustainable sources from any product platform under our control.



**CertiPUR-US foams**

Saatva mattresses are constructed using eco-friendly foams that meet rigorous CertiPUR-US standards for safety. Saatva's Harvest™ foams are supplied by Future Foam in Council Bluffs, Iowa. Harvest foams are better for you, provide better indoor air quality, and are better for the environment.

**NO PBDE flame retardants**  
**NO ozone depleters**  
**NO phthalates**  
**NO mercury, lead, heavy metals**  
**Low emission (VOCs)**



**Guardin® botanical protection**

Saatva mattresses feature our exclusive Guardin® antimicrobial botanical fabric treatment that inhibits bacterial growth to prolong the life of the mattress.

**NO triclosan**  
**NO phthalates**  
**NO BPA**  
**NO formaldehyde**  
**NO heavy metals**  
**NO fluorocarbons**

# Your private 120-day home sleep experience

We believe the only way to truly know if a mattress is right for you is to spend hours (not minutes) on it. Our 120-day trial period allows you to get to know the mattress and give it a true comfort test.



Free white glove delivery + Free mattress removal

## **Free full-service delivery and in-home setup**

Our mattress professionals provide full-service set up in the room of your choice free of charge. They'll also remove your old mattress for free, if you choose that option.

## **Our quality is guaranteed**

We're confident your expectations will be exceeded from the day of delivery and beyond as our product continues to perform for you. However, if you find that our mattress is not right for you during your 120-day home trial,

it can be returned for a full and prompt refund of the purchase price, less the \$99 return handling cost. We never restock returned mattresses.

## **We're just a click or call away**

We strive to eliminate the traditional friction that is so common between stores and consumers by offering extreme courtesy coupled with clear and transparent policies. Please don't hesitate to contact us. Our friendly, non-commissioned, Saatva sleep team is awake 24/7 to speak with you.

**We have over 155  
delivery facilities and  
19 partner factories.**



**All of our mattresses  
are handcrafted and  
sourced in the U.S.**





saatva  
LUXURY MATTRESS





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[saatvamattress.com](https://saatvamattress.com)

877-672-2882