

BR- Launch - New Black '24 National External Copy Library

Tagline

Where luxury meets innovation

Subtagline

Designed with Triple-Stranded Pocketed Coil® Technology for our most advanced, lasting support

Collection

Series One - Extra Firm

Series One - Medium

Series One - Plush

Series One- Firm Pillow Top

Series One - Medium Pillow Top

Series One - Plush Pillow Top

Series Two - Firm

Series Two - Medium

Series Two - Plush

Series Two - Medium Pillow Top

Series Two - Plush Pillow Top

Series Three - Extra Firm

Series Three - Firm

Series Three - Medium

Series Three - Firm Pillow Top

Series Three - Medium Pillow Top

Series Three - Plush Pillow Top

Series Four - Firm Summit Pillow Top

Series Four - Medium Summit Pillow Top
Series Four - Plush Summit Pillow Top

Collection-Wide Copy

Discover how premium materials, leading sleep technology, and an advanced support system align with the reimagined Beautyrest Black®. Sleep luxuriously with Sleep Climate™ Technology—an advanced feature designed to help promote an ideal temperature by dispelling heat away from the mattress. Rest peacefully as exclusive, motion-separating Triple-Stranded Pocketed Coil® Technology helps you and your partner sleep undisturbed from each other's movements. Plus, experience the best of Beautyrest® as the Triple-Stranded Pocketed Coil® system provides our most advanced, individualized support. With the union of fine materials and premier technology, Beautyrest Black® aligns where luxury meets innovation so your sleep is always restorative.

Key Features—With Benefits

Sleep Climate™ Technology

This advanced feature combines vertically-oriented fibers with surface-cooling technology, designed to help you maintain an optimal temperature throughout the night.

Triple-Stranded Pocketed Coil® Technology

This Pocketed Coil® Technology offers our most advanced level of individualized support and motion separation, so you can rest undisturbed.

SurfaceTouch™ Gel Memory Foam*

A layer of specialized foam is quilted into the sleep surface to unlock immediate, advanced pressure relief.

*Available in select models only

Micro Diamond™ Memory Foam*

A premium memory foam, infused with diamond particles, is designed to help move heat away from the body for a cool sleep.

*Available in select models only

Self-Response™ Latex*

This ventilated, latex layer is designed to maximize airflow and conform to your body for responsive pressure relief.

*Available in select models only

2K Nano Coils*

A layer of nano coils is designed to enhance conformability for increased, individualized support.

*Available in select models only

4K Nano Coils*

Featured only in Series Four models, two layers of 2K Nano Coils are designed to enhance conformability for the highest level of premium, individualized support offered across Beautyrest Black® models.

*Available in select models only

Existing Components

In all models:

Sleep Climate™ Technology — Series One and Series Two models

Specialized vertical fibers combine with an applied surface-cooling technology in an advanced feature designed to help transfer heat away from the body all night.

Sleep Climate™ Technology — Series Three and Series Four models

A mattress surface woven with cooling yarn tops specialized vertical fibers in an advanced feature designed to help transfer heat away from the body all night.

Triple-Stranded Pocketed Coil® Technology - This Pocketed Coil®

Technology offers our most advanced level of individualized support and motion separation, so you can rest undisturbed.

BeautyEdge®

Increases the sleeping area by enhancing edge support for stable, corner-to-corner comfort.

Medium Comfort Foam Base Layer

This durable layer, nestled beneath the Triple-Stranded Pocketed Coil® system, helps create a supportive, stable foundation for this no-flip mattress design.

In select models:

AirFeel® Foam

This open-celled foam helps channel airflow through the mattress for a cool, comfortable sleep.

AirCool® HD Foam

A unique, channeled design helps this foam promote airflow while conforming to your body for cool, enhanced pressure relief.

AirCool® HD Memory Foam

This memory foam conforms to the body for enhanced pressure relief and freedom of movement, while its unique, channeled design helps increase airflow to the mattress.

Beautyrest® Gel Memory Foam

This contouring foam adheres to the shape of your body for night after night of exceptional pressure relief.

Dynamic Response™ Memory Foam

This responsive foam contours and conforms to your shape to relieve your body's unique pressure points.

Extra Firm Comfort Foam

This high quality comfort foam delivers an extra firm feel to the mattress, so you can sleep in your preferred level of comfort.

GelEmbrace™ HD Foam

This high-density, gel-infused foam contours to your body for pressure-relieving comfort all night.

Firm Comfort Foam

This contouring foam conforms to your body for personalized support each night.

GelTouch® Foam

This soft gel foam helps provide comfort, support, airflow and breathability.

GelFeel™ Firm HD Memory Foam

This firm, high-density memory foam is infused with gel to provide cooling while relieving pressure.

HD Firm Comfort Foam

This high-density, firm-feel comfort foam contours and conforms to your body, so you can experience a unique combination of comfort and support night after night.

HD Medium Comfort Foam

This high-density, medium-feel comfort foam contours and conforms to your body, so you can experience a unique combination of comfort and support night after night.

Micro Diamond™ Memory Foam

An exclusive memory foam, infused with diamond particles, is designed to help move heat away from the body for a cool sleep.

SurfaceTouch™ Gel Memory Foam

A layer of specialized foam is quilted into the sleep surface to unlock immediate, advanced pressure relief.

Self-Response™ Latex

This ventilated, latex layer is designed to maximize airflow and conform to your body for responsive pressure relief.

2K Nano Coils

A layer of nano coils is designed to enhance conformability for increased, individualized support.

4K Nano Coils

Featured only in Series Four models, two layers of 2K Nano Coils are designed to enhance conformability for the highest level of premium, individualized support offered across Beautyrest Black® models.

Headboards — National Launch

Where Luxury Meets Innovation

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