

# If science proves you need a new mattress, why hold onto the old one?

We've all heard the advice: an ageing mattress is bad for our health in a dozen different ways. So why do we ignore it, and continue to sleep on a mattress that's past its prime? By Annabel Hayes



Is an ageing mattress costing you a good night's sleep?

No mattress gets better with age. Once it's out of shape, it can cause back, neck and shoulder pain. As it gathers dead skin and dust mites, it can bring on asthma attacks. All leading to poor quality sleep, which triggers stress and low energy levels.

And yet, for some reason, we ignore the advice and suffer the consequences!

It seems odd, given the obvious health benefits of changing your mattress - as proven in a clinical study 7 years ago. A team of sleep

scientists at Oklahoma State University spent 8 weeks with a group of 59 volunteers. Their conclusion: if you want the full benefits of sleep, change your mattress after 5 years.

As lead researcher Bert Jacobson EdD explains: "New mattresses have a considerable impact on reduced back pain and improved sleep quality". Moreover, from the diverse nature of his study group, he found that benefits apply to "just about anyone, regardless of age, weight or gender."

## The 5 Year Factor

Volunteers in the study had lived with their old mattress for

at least 5 years, which Jacobson agrees is the right time to think about changing.

But age is not the only sign that a mattress has seen better days. If you find lumps or ridges in your bed, or feel springs poking through the fabric, it's a sure sign that your mattress is on its way out. The same is true if you see dips and find yourself rolling into the centre.

Another sign is the impact on your health and sleep: trouble breathing, insomnia, tiredness, aches and pains are all strong indicators.

## A Reluctance to Change

So why have we become so reluctant to scrap the old mattress? Simon Hunt, owner of Hamseys Furniture Store in Beckenham, believes there are three reasons.

The first is money. "Those of us who grew up in times of austerity have gone back to the old ways of

making do," he reveals.

Simon's second reason is what he calls "the hassle of replacement". Undoubtedly, changing your mattress involves a lot of effort, not least of which is the burden of scrapping the old one.

And the third reason? "We're spoilt for choice now, so no-one knows which way to turn. Until the day customers get simple, independent advice, they'll stick with what they know."

## No-Hassle Replacement

This month, Simon and his team of mattress specialists will put his theory to the test, by making a compelling new offer in their local store.

For the first time, customers can save at least 50% on a brand new premium mattress, with an exclusive 14 Day Satisfaction Guarantee\*. They'll get to trial the mattress at home for 2 weeks. Then, if it doesn't give them the best sleep of their life, they can hand it back

and switch to a different model.

Simon explains: "We call it No-Hassle Replacement. Just come into the store and try out our latest models. Discuss your sleeping problems or aches and pains with an expert advisor, and we'll find you a mattress that feels tailor-made."

"You'll get the discount and guarantee. Plus we'll deliver it, fit it, add a mattress protector and memory foam pillow. And finally, we'll take your old mattress away. It couldn't be easier."

## Bucking The Trend

Simon is determined his new offer will buck the national trend that's seen people cling to their old mattresses for longer.

"We're a local store, so we can't change habits across the UK", he admits. "But with thousands of mattresses here, an expert team and an incredible offer, we can help our local customers to enjoy a better night's sleep."

"That's why we're here. We want people to wake up with less back or shoulder pain, more vitality, more energy...and a much brighter outlook."

\*Offer subject to Terms & Conditions available in store.



Change your mattress for the best nights sleep of your life!

## Discover "The World's Smartest Mattress"

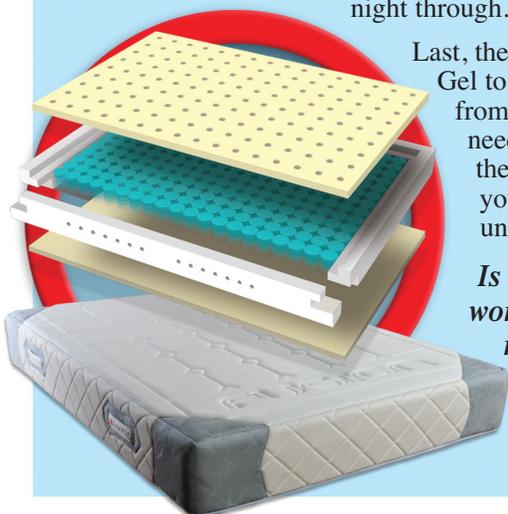
The difficult task of choosing a mattress may have just got easier. Until now, the world was mostly torn between Pocket Sprung and Memory Foam. But now a new mattress, The Supercool, offers the best of both.

It's Pocket Sprung. Each spring sits in its own fabric pocket, so you don't get the old hazards like dips and roll-together.

Plus, on top there's a layer of Memory Foam. Sink in and sleep deeply, and forget about aches and pains - the foam keeps your spine naturally aligned the whole night through.

Last, there's a Cooling Gel to draw heat away from the foam. No need to throw off the duvet, because your body temp is under control.

Is this the world's smartest mattress? Come in and see for yourself...



## HALF PRICE MATTRESS SALE

- All types of mattress: Pocket Sprung, Memory and Latex Foam
- All sizes: Single, Double, Kingsize, Super Kingsize...even Continental
- Leading brands: Sleepzee, Nestledown, Reylon, Millbrook, Slumberland...and more
- Over 3000 mattresses in stock - ask about same day delivery
- Discover The Royal: a 4500 spring mattress made popular by Kate & Wills.



MEMORY PLUS	WAS	NOW	SAVE
Single	£240.00	£99.95	£140.05
Double	£360.00	£119.95	£240.05
Kingsize	£400.00	£149.95	£250.05
SLEEPZEE SENSORIA ZENITH	WAS	NOW	SAVE
Single	£899.90	£449.95	£449.95
Double	£1,199.90	£599.95	£599.95
Kingsize	£1,399.90	£699.95	£699.95
Super Kingsize	£1,599.90	£799.95	£799.95
DREAMFLEX SUPERCOOL	WAS	NOW	SAVE
Single	£800.00	£399.95	£400.05
Double	£1,000.00	£499.95	£500.05
Kingsize	£1,200.00	£599.95	£600.05
Super Kingsize	£1,400.00	£699.95	£700.05
THE ROYAL MATTRESS	WAS	NOW	SAVE
Single	£1,800.00	£849.95	£950.05
Double	£2,100.00	£999.95	£1,100.05
Kingsize	£2,200.00	£1,099.95	£1,100.05
Super Kingsize	£3,500.00	£1,499.95	£2,000.05

Sample prices only - ask about other sizes and models

## HAMSEYS SLEEP CENTRES

Wake up to Great Value

Cut out this voucher and present it at HAMSEYS Beckenham Store  
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### HAMSEYS READER OFFER

Save at least 50% on a Brand New Premium Mattress. Present this voucher in store by Monday 30th November for:

- FREE Fast Delivery
- FREE Unwrap & Fitting
- FREE Disposal of your old mattress
- Plus - while stocks last: FREE Mattress Protector
- FREE Memory Foam Pillow

### 14 Night Satisfaction Guarantee

Trial your new mattress at home for 2 weeks. If it's not the best sleep of your life, simply hand it back and switch to a different model. Subject to availability. Terms and conditions apply - see in store for details. Offer expires 4pm Monday 30th November 2015.