



SERTA RETREAT AIMS TO HELP WOMEN ACHIEVE PERFECT DAY *Sleep, Nutrition and Fitness Create Energy Triangle*

HOFFMAN ESTATES, ILL. (September 28, 2005)—If you ask them, women today will tell you that there’s an energy crisis in this country—and they’re not referring to the high price of gas. Whether by choice or circumstance, modern women are incredibly busy. On any day, they’re juggling the roles of mother, wife, caregiver, chauffeur and corporate executive. While these busy lifestyles are incredibly rewarding, they exact a price—and that price is energy.

Today, more than ever, American women recognize the importance of sleep—as well as the value of a comfortable mattress. Every woman knows that when she wakes feeling refreshed and energized, she is ready to conquer the world. On the other hand, chronically waking up “tired” is a woman’s worst nightmare because the hectic pace of life will go on whether she’s sleep deprived or not. Inevitably, challenges seem like insurmountable problems when a woman is energy drained.

Women want to feel energized when they wake up in the morning—and not just one morning as a “special treat,” but every morning. They want a reliable source of energy. And if a woman can experience night after night of restorative sleep on her mattress, she sees it as far more than just a piece of furniture. It becomes her “secret source” of serenity and rejuvenation, her trusted roadmap to a better day.

With 75 years of experience in making quality mattresses, Serta understands the critical importance of sleep to health and well being—not only in helping women “get through” the day, but in helping them enjoy it. To help women achieve a better day, every day, Serta is introducing a restorative and new uniquely comfortable mattress set designed with women’s needs, health and well-being in mind—the Perfect Day™ Sleep System.

But Serta recognizes that while sleep is an essential element, it is only one part of the energy equation that women must solve today. It is on this basis that Serta designed the Energy Triangle—a balance of better rest, better nutrition and better fitness—that leads women not only to greater self-care, but also inevitably to a lively and refreshing experience of a “perfect day.”



Serta has invited sleep expert Dr. Joyce Walsleben, women’s health expert Dr. Pamela Peeke and fitness expert Kathy Kaehler to speak at Red Mountain Spa in St. George, Utah to talk about how each element of the Energy Triangle contributes to a rejuvenating, enjoyable and healthy life.

Dr. Walsleben, head of Behavioral Sleep Medicine at the New York University School of Medicine’s Sleep Disorders Center and Sleep Medicine Associates of NYC, says the Energy Triangle’s elements are all intertwined. “Most women say they would like to get better rest, but doing so requires them to consider their nutrition and exercise regimens,” she points out.

“Exercise and diet can improve your sleep. And, if one piece of the puzzle is missing, you’re not doing all you can to achieve a perfect day.”

Better rest, better nutrition and better fitness are the classic building blocks of a perfect day. And together, the three components contribute to a woman’s total health: vitality, clarity, energy and physical and mental well-being. The Energy Triangle comes alive with the help of Dr. Walsleben, Dr. Peeke and Kaehler, each a well-known expert in her respective field. They recommend practical, energizing steps that women can take in the realms of rest, nutrition and fitness to enhance and expand the ways they care for themselves.

During this workshop, Walsleben, Peeke and Kaehler will address a number of significant questions related to the three key areas of the Energy Triangle. Here is an example:

- **What happens when women don’t get enough sleep – or a good quality of sleep?** Their moods, immune systems and weight are often affected. Sleep deprived subjects complain of increased tension, confusion and worry – and they don’t do as well in performance tests as people who have experienced a good night’s sleep. In addition, sleep loss can trick the body into believing it is hungry when it is not. Research shows an association between self-reported sleep duration and Body Mass Index (BMI), resulting in a higher BMI for less sleep.
- **What can women do to make sure their nutritional intake will lead to better rest?** Stress causes many women to overeat, which can lead to a poor night’s rest. By learning the value of the quality, quantity and frequency of what they eat, women will not only to achieve proper nutrition, but great rest.
- **How can women’s exercise routines affect their sleep?** Being active can help tire women and get them ready for rest. Aside from the regular health benefits, consistent exercise helps women sleep longer and more deeply.

A Perfect Day For Women

Serta understands that women are the primary decision-makers when it comes to buying a mattress, so the company did extensive research on what women want. Angela Kelly, Vice President of Marketing for Serta International, says the research findings influenced all aspects of the launch—from the name, Perfect Day, to the feel of a cool, “body cradling” sleeping experience, to the elegant embroidery work, to the supporting marketing campaign.

In fact, all the features of the Perfect Day mattress set have been designed to enhance the quality of a woman’s sleeping experience. As Kelly says, “From beginning to end, our goal has been to design and market a line exclusively for women, and we believe we have achieved this.”

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