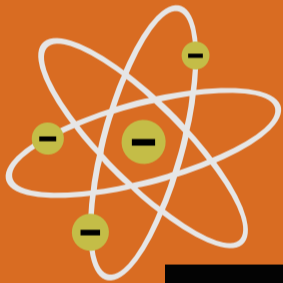


**BENEFITS OF  
NEGATIVE IONS**

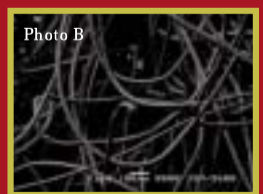


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**SLEEP TIPS  
FOR  
BETTER HEALTH**

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**TEST RESULTS  
FROM SETSCO**



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**Advertising feature**



**Better sleep to boost  
your immune system  
in this current hazy  
situation.**

Exclusive report by  
**AUGUSTINE TAY**

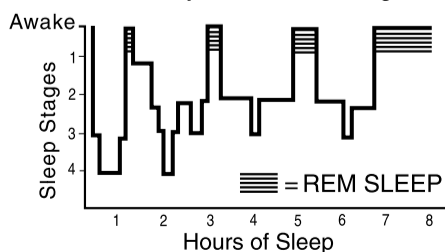
IN a recent article by Lee U-Wen on "Smoking out a solution" (TODAY, 17 Oct 06), if things get worse, and the PSI hits extremely dangerous levels, the NEA and the Health Ministry will put in place a haze action plan. The Environment and Water Resources Ministry has also given the assurance that a standard operating procedure is already in place if the situation worsens.

Here are some haze action plan you can take on your own:

**1. Build up Body Resistance with Adequate Rest**

At Simmons, our research confirms that sleep is indeed a necessity, not a luxury. As early as 1920, we introduced the world's first independent Pocketed Coil® that would set the ultimate standard for sleep—the Do-Not-Disturb® experience. Our revolutionary designs provide the architecture for a good night's rest, thereby supporting the body's cardiovascular functioning, cognitive and immune systems.

**2. Deep Sleep Critical for Anti-Viral Immunity**  
Studies reveal different stages of deep sleep which affect bodily restoration and growth.



REM sleep is key for new learning, memory and performance, while slow-wave sleep releases natural immune system modulators which increase the body's anti-viral resistance.

*It could cause a*  
**Health  
Alert!**

Thus, uninterrupted sleep is critical to avoid any hindrances during the deep sleep cycle. All our products have been designed with this aim in mind. We have achieved minimal sleep motion transfer with our coil construction, foundational support and many other product innovations that aid in the process of bodily rejuvenation.

**3. Harnessing the Benefits of Negative Ions**

Negative ions are ultra-fine particles in the atmosphere that improve psychological well-being and physical health. Our selective BackCare® Original Series feature the revolutionary Negative-Ion Fibres™ that can generate continuous streams of negative ions. Made of 14 types of natural mineral stones, these are kneaded together into a thread and interwoven into fibres, capable of emitting up to 1,600 negative ions for every cubic centimetre of air. Where the concentration is

at its peak, a very high volume of quality oxygen is produced, revitalising the environment and combating the damaging effects which act to break down the body's immune system.

*"I definitely have benefited from the Negative Ion-Fibres™ in my Simmons mattress as I wake up more refreshed. Although many are affected by the haze, I have yet to visit the doctor."*

*Ms. Tan, 46*



As a general precaution children, elderly and persons with existing heart or respiratory ailments should reduce physical exertion and outdoor activity. It is advisable to use respiratory masks when going outdoor. The general population should reduce vigorous outdoor activity.

**Negative Ions**

The Simmons® BackCare® Original Series mattresses now does more than provide better back support while you sleep. With the revolutionary innovation of Negative Ion-Fibres™, Simmons® BackCare® Original Series mattresses can now emit continuous streams of negative ions that refresh you and your tired body.

These negative ions are like those found in refreshing waterfalls. Inhaling them or just being in the presence of these ions will help increase metabolism, improve blood circulation and invigorate the body's innate ability to enhance itself.

Simmons is the first bedding company to feature the revolutionary Negative Ion-Fibres™ in its mattresses.

CONTINUED ON NEXT PAGE