

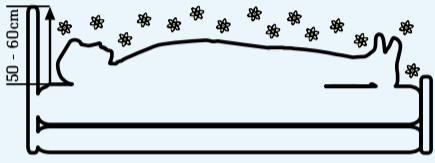
Advertising feature

CONTINUED FROM FRONT PAGE

The Negative Ion-Fibres™ is made up of 14 types of natural mineral stones, kneaded together into a thread and interwoven into fibres.

The Negative Ion-Fibres™ is proven to be capable of emitting up to 1,600 negative ions for every cubic centimetre of air. The generation of negative ions is continuous, even in static condition, and will last as long as the lifetime of the mattress.

Within a comfortable range of 50 to 60 cm, where the concentration of the negative ions is at its peak, a very high volume of quality oxygen is produced. This revitalising and refreshing effect will de-stress you magically and enhance your heart and lung functions, increase your metabolism and blood circulation, and more importantly give you Better Sleep and Better Health™.



Frequently Asked Questions on Negative Ions

What are ions?

Ions are ultra fine particles. Each of them measures about 1/10,000,000 mm in diameter. There are positive ions and negative ions.

Where are positive ions found?

Positive ions are found in areas that are populated with buildings and devices such as television sets, computers, microwave ovens and any gadget that emits electromagnetic waves.

What effects do they have on humans?

Positive ions are often called fatigue ions. When exposed to large amounts of positive ions, our minds and bodies tend to become very tired. Research has also shown that positive ions degrade the body's immune system, blood circulation and quicken the aging process.

Where are negative ions found?

Generally, negative ions can be located in clean and natural environments. Huge concentrations of negative ions are found in the vicinities of waterfalls, forests and beaches.

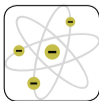
What effects do negative ions have on us?

Negative ions are beneficial to us and are referred to as 'vitamins in the air'. These negative ions help improve our psychological well-being and physical health. Studies conducted by Professor Yamanoi of Tokyo University and Professor Horibe of Hokkaido University have shown that our bodies relax more readily when there's an infusion of negative ions.

Are there any other benefits?

Negative ions aid those who are suffering from insomnia, mood swings and daily stress. They also boost heart and lung functions, increase the body's metabolism and innate ability to recover from physical and psychological setbacks. Our body's immune system and blood circulation are greatly enhanced too.

 BackCare
Original



Tested, Proven and Made to Last

Simmons Negative Ion-Fibres™ is the innovation of Adan and Panasonic, a joint collaboration between Adan Mineral Research Laboratory and Matsushita, representing Panasonic.

Generation of negative ions is certified by Japan Cotton Spinning Association and SETSCO Services Pte Ltd in Singapore.

Test Results From SETSCO.

A sample of Simmons® Negative Ion-Fibres™ was tested by Elemental Analysis. The test showed the presence of negative ions and that the fibres are polymer-based material as they contained high amount of carbon and oxygen.



Photo A

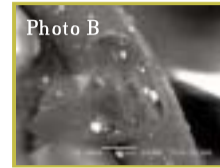


Photo B

Photo A caption: General view @ 100 Magnification. The Simmons® Negative Ion-Fibres™ is made of fibres that are uniformly distributed.

Photo B caption: Close view @ 2000 Magnification. Presence of natural minerals in the fibres as indicated by the small bright spots along the fibres.

SLEEP TIPS FOR BETTER HEALTH

- Reduce stress as much as possible.
- Exercise to stay fit.
- Eat a proper diet.
- Reduce caffeine intake.
- Avoid alcohol near bedtime.
- Take a warm bath before bed.
- Maintain a relaxing atmosphere in the bedroom.
- Establish a bedtime ritual.
- Try some bedtime relaxation techniques.
- Avoid trying too hard to get to sleep.

Build your Immunity with Better Sleep



Original
since 1925



Always insist on *Original*
Simmons® Pocketed Coil® Springs

Simmons Gallery : Great World City Tel : 6733 1366 • Marina Square Tel: 6339 7966
Paragon Tel : 6734 0660 • IMM Building Tel : 6565 8311
Simmons BetterSleep™ : The Furniture Mall Tel : 6392 0477

AUTHORISED DEALERS:

• Ackerman & Smith : Tel: 6255 5575

• Aero Furnishing Centre :

• Lion City Hotel & Commercial Building Tel: 6742 3748

• Parkway Parade Home Haven on 7 Tel: 6345 1552

• Casa Italy : MacPherson Tel: 6280 5011

• Ginza Plaza Tel: 6774 5870

• Ceja : Tel: 6469 3482

• Duport Marketing Pte Ltd : Tel: 6744 2333

• The Green : Tel: 6474 9559

• The Sleep Centre : Tel: 6749 3033

BRUNEI • HONG KONG • JAKARTA • KUALA LUMPUR • MANILA • SINGAPORE • TAIPEI • TOKYO