

Sleepmaker®

THE ORIGINAL
CHIROPRACTIC
COLLECTION



YOUR GUIDE TO BETTER SLEEP, HEALTH AND WELLBEING

Designed, Tested
and Approved by the
Chiropractors' Association
of Australia



Brought to you Exclusively by



A SINGLE NIGHT OF QUALITY SLEEP, TOGETHER WITH A HEALTHY LIFESTYLE CAN RESULT IN A BETTER YOU!

WHO IS THE CHIROPRACTORS' ASSOCIATION OF AUSTRALIA?



The Chiropractors' Association of Australia (National) Limited (CAA) is the peak body representing chiropractors.

An underlying principle of chiropractic is "healthy spine, healthier life". By offering expert drug free spinal health care and lifestyle advice, chiropractors help Australians lead and maintain healthy lives. With over 3,000 members, the CAA is the largest chiropractic health body in Australia, and coordinates its efforts with its 8 autonomous CAA state & territory organisations.

To find your local Chiropractor visit www.chiropractors.asn.au or call 1800 075 003.

HOW IS SLEEPMAKER® INVOLVED WITH THE CHIROPRACTORS' ASSOCIATION OF AUSTRALIA?

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Chiropractors understand that consumers value products based on good orthopaedic and ergonomic design principles. They have partnered with Sleepmaker® (Manufacturer) for over 30 years and assessed and supported the use of a select range of sleep products that can genuinely help Australians sleep comfortably; maintain a healthy spine, and therefore a healthier life.

As the peak body representing chiropractors, the Chiropractors' Association of Australia (CAA) takes its role of promoting the importance of spinal care very seriously. The CAA have worked closely with both Sleepmaker® and Sleepy's The Mattress Experts in order to be able to recommend sleep products that comply with a philosophy of excellence, durability and value for money.

Sleepmaker® have put a range of mattresses through a rigorous testing process with the Chiropractors' Association of Australia and subsequently the mattresses have been designed, tested and approved in conjunction with the Chiropractors' Association of Australia.

This brochure contains more information on the Sleepmaker® Chiropractic Collection/Product specifics & details on the testing process. To find your closest store or read more on this product visit www.sleepys.com.au

HOW IS THE CHIROPRACTORS' ASSOCIATION OF AUSTRALIA INVOLVED WITH SLEEPY'S?

Sleepy's
THE MATTRESS EXPERTS

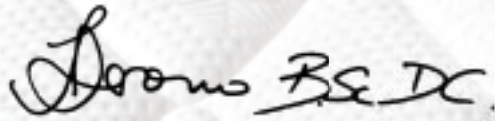
The position of your spine while you sleep is critical to your health. When abnormal stress is placed on your spine, tension may be caused to adjoining ligaments and muscles. Sleep allows the body to rejuvenate, both physically and mentally, to ensure you wake refreshed to make the most of your day.

Sleepmaker®, in conjunction with the Chiropractors' Association of Australia (CAA) have developed an exclusive range of bedding for Sleepy's, designed for correct postural alignment and relaxation of the spinal muscles. Sleepy's work closely with local Chiropractors to help promote overall health and wellbeing for all Australians.

To find your closest store or read more on this product visit www.sleepys.com.au or call 1300 722 718.

MATTRESS RANGE RECOMMENDED BY THE EXPERTS...

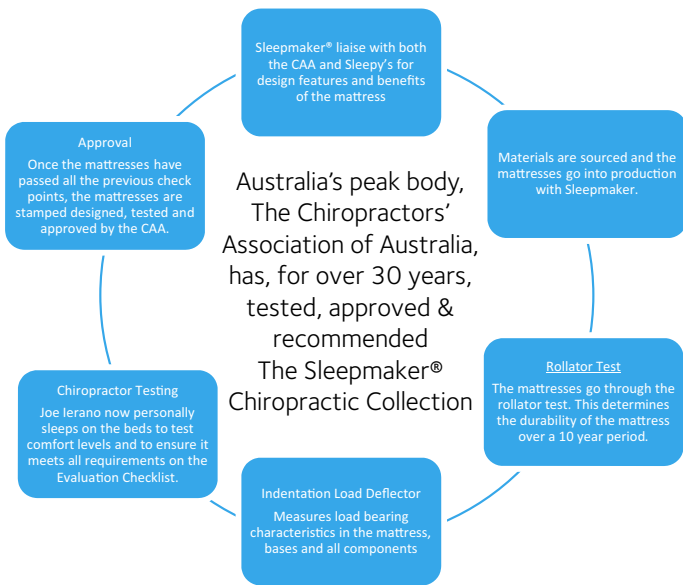
The envy of insomniacs everywhere, chiropractor and bed expert Joe Ierano is the man who sleeps on the best in the country. Part of the exhaustive testing process requires Joe to take the beds home to sleep on. "By choice I wouldn't sleep on anything else," Joe said. "There is a real relationship between your spine and your health". That's why it is important to sleep on a range of bedding designed for correct postural alignment and relaxation of the spinal muscles," Joe said. All Sleepmaker® Chiropractic Collection beds are tested by Joe and the CAA and go through an evaluation checklist. "The CAA endorsement means Australians can choose a product with credibility, one that is consistently good all of the time," Joe said.



Dr Joseph J. Ierano
Chairman of The Product Evaluation Committee



The Lifecycle of a Chiropractic Mattress




JOE IERANO
CHAIRMAN PRODUCT COMMITTEE
Chiropractors' Association of Australia



Sleepmaker®
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COLLECTION

Evaluation Check List

- ✓ Maintain correct spinal alignment?
- ✓ Provide complete support for your body?
- ✓ Feature extra edge support?
- ✓ Is the bed easy to manoeuvre?
- ✓ Work in unison with your pillow?
- ✓ Minimal body impressions over time?
- ✓ Minimise partner disturbance?
- ✓ Is it also suitable for children?
- ✓ Does it easily accommodate sheeting?
- ✓ Does it help avoid morning back ache?
- ✓ Is the bed available in a variety of densities for choice?

Rest assured your Sleepmaker® Chiropractic Mattress has been tested and approved by the Chiropractors' Association of Australia.



Sleepy's
THE MATTRESS EXPERTS

WHEN YOUR BODY IS WORKING WELL, YOU WILL SLEEP WELL!

HOW WILL CHIROPRACTIC CARE HELP YOU SLEEP?



Sleep is a vital biological function. It is essential for physical and emotional wellness. No matter what age you are, limited sleep can affect every aspect of your lifestyle from home to work to personal relationships.

Chiropractic care is based on the fact that the human body is self regulating, and self healing. The Chiropractic approach to better health is to locate and remove interferences to the nervous system that may prohibit achieving overall state of wellness.

By improving the nervous system function, chiropractic may have a positive affect on other areas of health and wellbeing not normally thought of as "back" problems, including sleep disorders.

Musculo-skeletal conditions, such as back pain, neck pain and arthritis can adversely affect sleep quality. Through proven, effective care for patients with musculo-skeletal problems, chiropractors can help get you straight to sleep and improve your quality of life.

THE CORRECT SLEEPING POSITION - GET STRAIGHT TO SLEEP

The position your spine is in while you sleep is critical to your spinal health. The spine naturally curves forwards in the neck, backwards in the mid back and forwards again in the lower back. In this position, the spine is relaxed with minimal pressure on nerves, muscles and spinal discs.

SLEEPING ON YOUR STOMACH

Sleeping on your stomach will eventually create problems with your spine - it puts unnecessary pressure on your neck due to twisting your head and placing strain on your back.



SLEEPING ON YOUR SIDE

Sleeping on your side is a better position for sleeping. Try lying with your lower leg fairly straight, and bend your upper leg at the hip and knee. Try placing a pillow between your knees and the bed, bend both knees and hips slightly to position your pillow. This will reduce pressure placed on spine and provide correct alignment. Your pillow should be the right height to keep the neck straight.



SLEEPING ON YOUR BACK

Sleeping on your back is also a good sleeping position. It is often useful to place a pillow under your knees to keep to the natural curves of your spine and reduce strain on your lower back. It is also important for back sleepers to ensure they have the correct height for the head pillow to reduce strain on the curves of the neck.



View www.chiropractors.asn.au for more information.

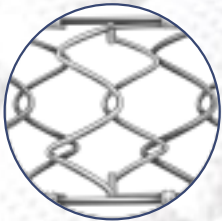
*Chiropractors' Association of Australia (National) Limited May 2008 (Get straight to sleep: Survey of Australians) retrieved on May 2011 chiropractors.asn.au

Sleepmaker®

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The Sleepmaker® Chiropractic Collection offers the latest technology, choice, support and comfort for your individual body shape and size.

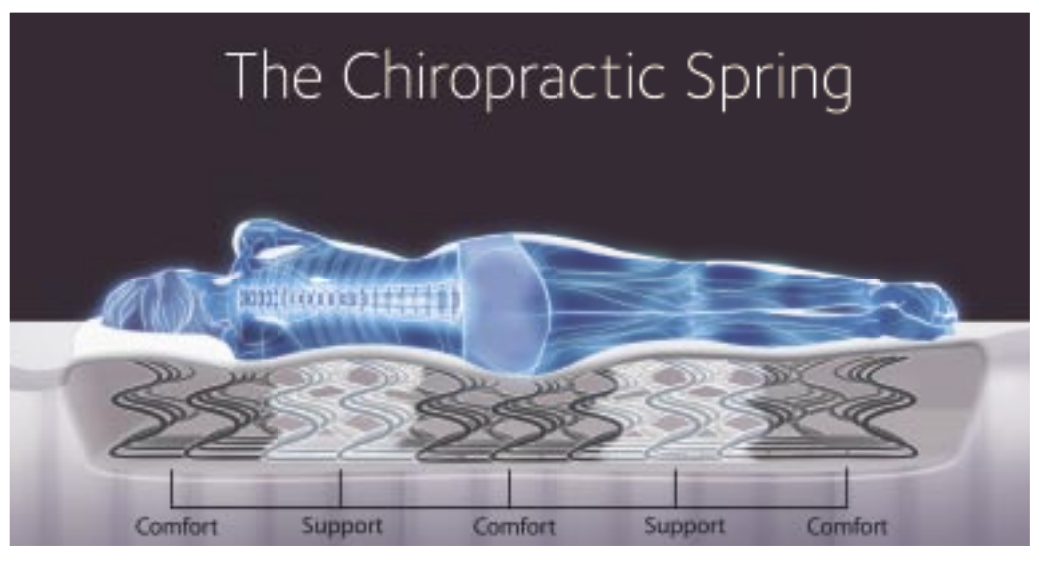
A bed that is too firm will elevate the hips and shoulders, causing the spine to sag in the lower back region. Similarly, a bed that is too soft will cause the spine to sag at the hips, resulting both in localised pressure on the spine that can lead to fragmented sleep and longer health problems.



**Chiro Zoned
Spring Support**



**Chiro Pocket
Spring Support**



The advanced Chiropractic spring includes a range of features that help provide correct spinal alignment. The graduated zoning and unique coil formation increases the support for the heaviest parts of the body and lower back. This reduces mattress sag and the detrimental effect it can have on your spine.

The support zones are located either side of your hips. This results in a cradling effect for your body. The Chiro Pocket spring range will provide you with independent support, meaning less motion transfer throughout the mattress, resulting in less partner disturbance.

IDEAL FOR ASTHMA SUFFERERS



- ✓ **PROVEN**
- ✓ **TESTED**
- ✓ **TRUSTED**

The foams used in the construction of the Chiropractic Collection have been treated with Ultra-Fresh™.

Ultra-Fresh is a proven antimicrobial compound that has passed the most stringent international testing procedures for efficacy and safety. It provides effective control of house dust mites as well as the growth of destructive mould, mildew and fungi all of which are nasty triggers for allergic and asthmatic responses, particularly in children, all foams within the Chiropractic Mattress have been treated with Ultra-Fresh.

SLEEP PEACEFULLY IN NATURAL LUXURY



OUR FABRIC STORY

The Premium range of the Chiropractic Mattresses have been covered in Tencel™ fabric. Tencel is a real revolution in the world of mattress ticking. It is an ecologically produced and recycled yarn, manufactured with wood pulp or cellulose. It is produced through an environmentally friendly process and can be recycled.



BENEFITS OF TENCEL

- In dry condition, Tencel is 30% stronger than cotton
- Soft against the skin
- Ideal for sensitive skin
- No pilling or fluffing
- Antimicrobial

VISCO-ELASTIC FOAM within the Chiro Dream has been developed to have a slower recovery time and a lower temperature at which the foam hardens.

This means that Visco-Elastic is more effective in reducing pressure points, and its comfort level, feel and support remain constant over a wide temperature range.

KEY BENEFITS

- **No Partner Disturbance.** Move freely without disturbing your partner
- **Pressure Relief.** Less pressure placed on your body the more comfort
- **Immediate Comfort.** No need to wait for the mattress to mould to your body



Visco-Elastic Foam

LATEX is an ideal material for bedding as it naturally adjusts to the contours of the body, alleviating pressure points to provide orthopaedic support and outstanding comfort.

The major factor that determines the quality of Latex is the quality of processing. The blending of natural and synthetic Latex rubber is vital in producing high quality Latex bedding.

KEY BENEFITS

- **No Partner Disturbance** - Move freely without disturbing your partner
- **Naturally Anti-microbial** - Great for asthma and allergy sufferers
- **Responsive Comfort** - Conforms perfectly to the body with no springs

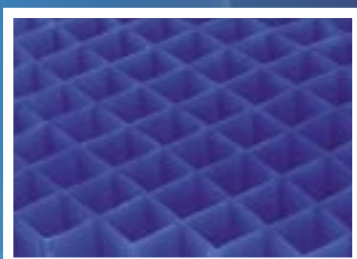
DUNLOP PROCESS LATEX has 'pin holes' in both the top and the bottom of the Latex cores to allow air to circulate within the mattress.

TALALAY LATEX is the only Latex with an open cell structure, which creates a consistent and high quality Latex mattress with outstanding durable and rebound qualities.



Latex

GEL material is made from many hollow columns of soft, very strong rubbery gel that is derived from Natural Mineral Oil. It provides cloud like comfort that relieves pressure and assists with circulation. It has a temperature neutral sleep surface keeping you cool in summer and warm in winter. Commonly used on burn accident victims in hospitals to moderate body temperature.



Gel

EXCLUSIVE TO SLEEPY'S

CHIRO GEL & GEL ADVANCE

FEATURES	BENEFITS
Cloud Top Deluxe Design	Modern look and feel with plush loft, available in 2 comfort levels
Tencel Treated Stretch Fabric	Luxurious to touch, soft on skin and durable
Gel Deluxe & Gentle Foams	Temperature Neutral Gel with outstanding comfort
Zoned Chiro Spring Support	Maintains correct spinal alignment



CHIRO CLASSIC DREAM

FEATURES	BENEFITS
Cloud Top Deluxe Design	Modern look and medium loft
Tencel Treated Stretch Fabric	Luxurious feel, soft on skin and durable
Memory Foam, Talalay Latex & Plush Foams	Pressure relieving, anti microbial properties and comfort
Zoned Chiro Pocket Spring Support	Maintains correct spinal alignment and minimises partner disturbance



CHIRO CONFORMITY

FEATURES	BENEFITS
Cloud Top Deluxe Design	Available in soft, medium and firm feels
Stretch Knit Fabric	Adjusts to your body movement
Latex & Plush Foams	Pressure relieving, anti microbial properties and comfort
Zoned Chiro Spring Support	Maintains correct spinal alignment



SPINE ALIGN

FEATURES	BENEFITS
Cloud Top Design	Available in soft, medium and firm feels
Stretch Knit Fabric	Adjusts to your body movement
Latex Comfort With Plush, Medium & Firm Foams	A comfort level to suit everyone, whilst providing individual support
Zoned Chiro Spring Support	Maintains correct spinal alignment

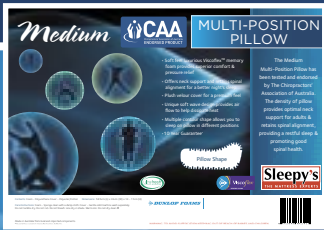


CHIRO SUPPORT

FEATURES	BENEFITS
Cushion Top Design	Traditional non-pillow top
Stretch Knit Fabric	Adjusts with body movement
Plush, Medium & Firm Support Foams	Immediate body comfort in three comfort levels
Zoned Chiro Spring Support	Maintains correct spinal alignment



WHAT SIZE MATTRESS DO YOU NEED?



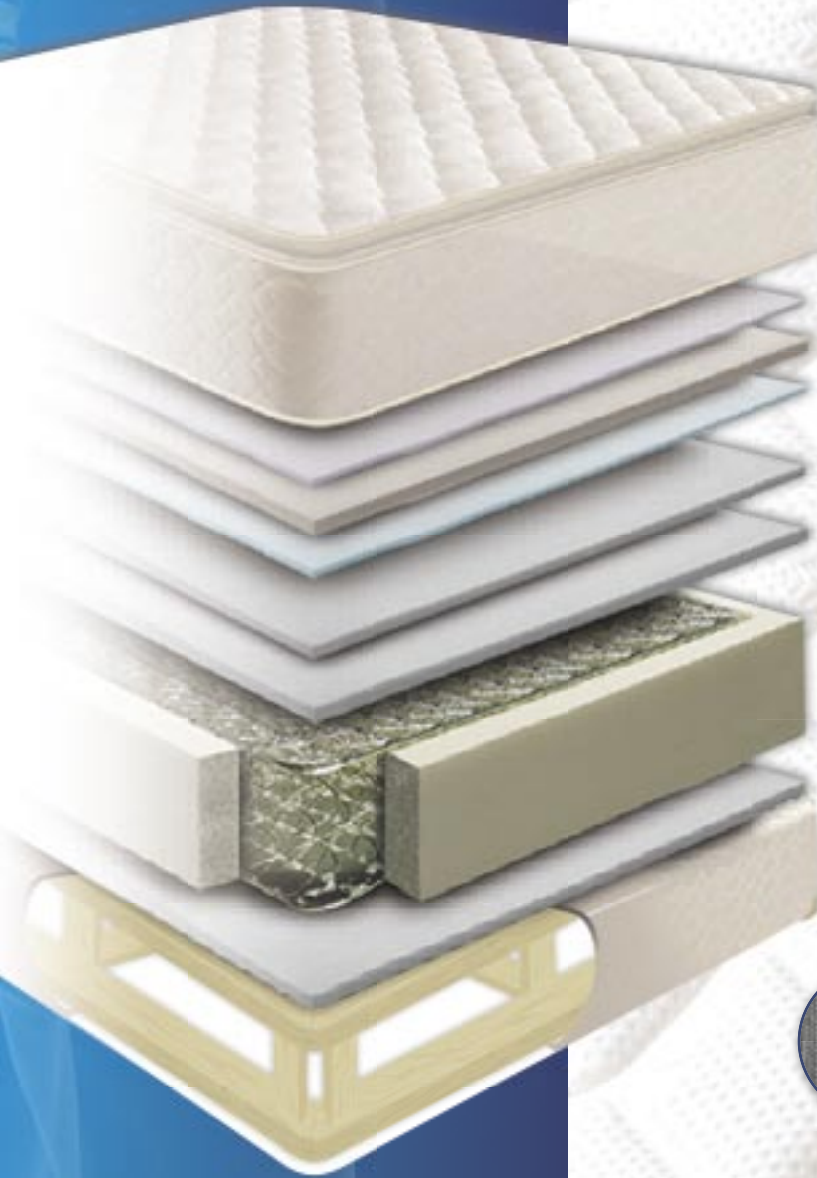
The Chiropractic Pillow

The Chiropractic Pillow was designed to align your head and neck to the correct position, used for not only the head but for the legs and will complement any Chiropractic mattress purchase.

These pillows have been designed, tested and approved by the Chiropractors' Association of Australia and are sold exclusively by Sleepy's The Mattress Experts.

single	92cm x 188cm
long single	92cm x 204cm
king single	107cm x 204cm
double	138cm x 188cm
queen	153cm x 204cm
king	183cm x 204cm

THE MATTRESS CONSTRUCTION



MATTRESS DESIGN

Firm Edge Support

All beds within the Sleepmaker® Chiropractic range are encased with firm edge support that extends the sleep surface and prevents that "roll out of bed" feeling. Each mattress has a high density boxed foam edge which encases the spring unit the entire way around the mattress.

QUILT LAYERS

Corner Guards

The use of corner guards and castors help protect the mattress and base from wear and tear.

COMFORT LAYERS

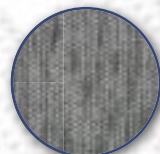
Platform Base

The Platform Base from Sleepmaker® Chiropractic Collection works in unison with the mattress. It provides extra support and less motion transfer within the bed.

SUPPORT LAYERS / EDGE SUPPORT

All Sleepy's mattresses are available with Designer Fabric Base.

FOUNDATION



SLATE



PORRIDGE



SABLE



MATCHING



Our mattresses are Australian Made.

CALL 1300 722 718

OR VISIT OUR WEBSITE FOR YOUR NEAREST STORE

www.sleepys.com.au

