

Sleepless in Seattle?

How to Choose a Bed

Confused? Having a hard time deciding?



Why does buying a mattress remain such a confusing and confounding experience?

Unfortunately, mattress manufacturers and retailers have a long standing policy of making it difficult, if not impossible, to compare mattresses from store to store or manufacturer to manufacturer.

In addition, the mattress marketplace has become increasingly complex over the past 15 years. It wasn't long ago you had just one choice -- an innerspring mattress. These days innersprings have not only become more complicated (as they have gained size, they've also gained a variety of different layers, pillow-top options,

and spring variations), but there are also a variety of other beds now becoming increasingly popular. These new options, offering newer technologies, include memory foam, air beds, and latex mattresses.

Before you buy -- spend some time to learn more about various mattresses so you can make the right choice.



Keys to a Good Choice

Memory foam, air, water and latex mattresses generally rate significantly higher than innerspring mattresses in owner satisfaction, according to research involving thousands of owners.

Mattresses that have medium firmness and good supportiveness and conformability tend to provide superior pain relief, including relief for a bad back. "Supportiveness" refers to how well a mattress keeps the sleeper's body on a flat and level plane, as opposed to allowing part of the body to be disproportionately lower than the rest.

Each mattress type has its own distinct characteristics, advantages and disadvantages that you should know before making a purchase.

Pick a retail store that allows you at least 60 days of trial with an exchange agreement.



WHEN YOU ARE READY TO BUY:

Visit one or both of these websites.

www.mattressreports.com

You'll get good, unbiased information.

www.sleeplikethedead.com



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