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- Magdalena: In today's webinar, I would love to talk to you and impart knowledge that I've inquired over the past two months of doing extensive research on mattresses. Back in the day, we just go into a store, and lie down on the different kinds of mattresses, and figure out which one is the one that works really best for you. Things have changed ever since. What I have realized in my research is that choosing a nontoxic mattress, which was something that I was very concerned with in the past, was the way to go. I have since discovered that posture support is equally, if not even, it's equally important as picking a nontoxic mattress.
- Magdalena: Yeah, sure, in the Hormones Balance community, you know very well that reducing toxins is part of a way of keeping our hormones in check or rebalancing our hormones in case you are suffering from a lot of imbalances but keeping a really good posture, and enjoying deep quality, calm, cool sleep is equally important. What I've realized that a lot of mattress will do one or the other. The best of both worlds is a mattress that supports both posture support and is a nontoxic product.
- Magdalena: It took me months to find out who that company is, and I have finally found one that I think you're going to love as much as I do, Intellibed. I'm here today with Bob Rasmuseen, who is the founder of Intellibed. Now, one of the things we're going to be also doing just to give you a heads up on the workshop on this webinar is that I've collected a lot of questions and answers from you, guys, and so we're going to be addressing them towards the end of our workshop here. Other than that, I would just love to impart just the knowledge and the whole research with you. Bob, why don't we dive straight in?
- Bob: Hi. I'm so pleased to be with you, Magdalena, today. It's an honor. I'm really glad that you chose our mattress. I think that it's going to be fairly obvious to your listeners once we get into the discussion why you chose our bed.
- Magdalena: Awesome. Well, why don't we dive in? The first thing we'd love to know is this is one of the big questions we always get, "Hey, Magdalena. What about this mattress, that mattress?" Why don't we just dive straight into the types of mattresses that are out there, so that our audience knows the difference a little bit deeper?
- Bob: It's no wonder that your followers are so confused about buying a mattress. There are so many choices out there. There's so much hype. There's so much information. Much of it is misinformation that it is absolutely impossible without doing significant research and trying to find out how much you trust sources that it can become overwhelming.

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- Bob: There are innerspring beds. Of course, memory foam has become very popular since the '60s. Virtually, every mattress that is sold today, at least, from the major brands contain some form of a memory foam. Polyurethane foam, natural memory foam. Essentially, there are really three or four classes of beds. There are beds that have air chambers with foam. There are beds that have a foam core with foam. Tempurpedic would be an example of that. There are innerspring beds which is an innerspring that has foam on top of it. Then, there's a big movement right now, as you mentioned, Magdalena, that there are many beds that either claim or have some type of a certification that they are organic and toxic-free beds. That category has grown, but they're not without their problems either. We'll talk about those here in a minute.
- Bob: Since so many of your listeners, in particular, are concerned about chemicals done in mattresses, let's start with the discussion about these toxicities because the mattress is the biggest piece of furniture in your home. It is also the biggest potential source for toxins coming into the home. Of course, you've got your carpet, and paint, and so forth. If you're going to try and eliminate toxins from your home, a logical place to start is with your mattresses.
- Bob: I want to focus on just the first and the second bullet of this slide here. Fire retardants, formaldehyde, asbestos, PBDEs and antimony are the most common chemicals that are found in mattresses. Also, the materials that will change a polyurethane foam and turn it into memory foam. Many of your followers will have experience with the memory foam such as a Tempurpedic. When you first open that bed up, there this very strong chemical smell that comes. A lot of people are concerned about that. I, actually, don't know because the manufacturer does not disclose what chemicals there are, but I do see the results of those things in blog posts, mostly, anecdotal information from people complaining about headaches, and nausea, and asthma attacks, and those kinds of things.
- Magdalena: Bob, if can share this with you. I, actually, didn't tell you about this before we hit record. We have an online community, closed online community of the closest followers called Hormone Drivers. One of the ladies posted that ... Again, it's anecdotal, right. In all other times, it happens. It's part of that way. I mean, before copper testing, for example, was done on BPAs in plastics. It was all anecdotal at first, right?
- Bob: Yes.
- Magdalena: Then, proper research was done. Let's not trivialize the fact that something is anecdotal. Here is the thing. She posted saying ever since that she got her memory foam mattress, and from my memory, I think, it was Tempurpedic, and she got increasingly sick. Then, went on vacation and realized that over the

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course of two weeks, she started feeling way better. Got home. She started feeling sick again. She threw away the mattress, which it's not a cheap mattress to throw away. Within days, she started feeling well again. That's how she pinpointed it down to the mattress, and she's changing her mattresses. She changed her mattresses now. I just want to share this with you because, I think, this is really big. I suspect she's not an isolated case.

Bob: I totally agree with you. In fact, there is a website, that's not coming to my mind right now, that has literally thousands of posts claiming the same thing. That everything from headaches, to nausea, dizziness, and those kinds of things.

Magdalena: If you can remember that later, then let me know. Then, I can include it in the URL below this video.

Bob: Yeah, I will. I'll find the website. The other thing that I wanted to point out to you is that manufacturers, this is the second bullet down, manufacturers are not required to disclose the chemicals that they use in their beds. The only thing that the federal government requires is that the mattresses meet a certain burn test. That is supposedly for our safety. Ironically, many of the chemicals that are used to make the mattress fire retardant are exactly the kind of chemicals that are making us sick.

Bob: There are many health effects from VOC exposure, both long term and short term. We mentioned many of these: headaches, dizziness, irritation of the respiratory system, nausea, vomiting. There are also long-term exposure concerns including cancer, kidney and liver damage, and so forth. It's not something that should be taken lightly.

Bob: Some of the VOCs that are specifically in mattresses or PBDEs, formaldehyde. Formaldehyde is used extensively in the foaming process. Polyols, which bind the polyurethane material together and toluene. These chemicals, in particular, used in the foaming process, and that's why so many of you are concerned about buying foams or buying beds that contain foam. It's very important that you figure out how to do your research and evaluate the kind of beds or the kind of materials that are in the beds that you're considering.

Bob: I just want to say that it can be very difficult for you to find that out because there's both a lot of missed information about the materials. Many mattress companies are doing a lot of greenwashing, which we'll talk about here in a second, and trying to convince you that their beds are safe. Yet, they're not really disclosing the materials that are found in their beds.

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- Bob: I want to take a second, not spend a lot of time, talking about SIDS death. This is a study that Dr. James Sprott did over in New Zealand. It was a 10-year study that he did. He found that he was able to completely eliminate SIDS death. This is his statement. I'm going to read it to you, "There is a general perception that the cause of cot death remains unknown. This is not so. The cause of cot death, often, erroneously termed Sudden Infant Death Syndrome or SIDS, has been elucidated as being due to extremely toxic nerve gases generated by fungal activity on chemicals frequently found in cot mattresses and in certain other bedding commonly used in baby bedding."
- Bob: Specifically, it was ... I'm going back here. Because it's the antimony that is found in a lot of these materials that the fungal activity was interacting with and causing those nerve gas. We're not claiming that we ... All I'm doing is bringing this study to light because here in the US, it's not generally accepted as scientific. I can tell you that in his 10 years that what he actually did to solve the problem is he put an impermeable barrier around the crib mattress. In 10 years, he never saw a single crib death. You can look out his study, Dr. James Sprott. Just google his name and it will pop up.
- Bob: We mentioned greenwashing before. I wanted to point out that mattress manufacturers, again, don't have the obligation to disclose what they're using. The term natural or eco-friendly, it means nothing. There's no value in those terms because most manufacturers are using those. Organic is a better option. The problem is that it quickly breaks down, and you lose support, and you lose comfort as a result of that. The whole purpose of this is to talk about the fact that we need both safe, and we need supportive.
- Bob: Natural memory foam, which is found in almost every mattress, at least, from the major brands of mattresses, it doesn't exist. The point of this whole discussion is that it's really important for you to do your research and to work with a company that you really have grown to trust. Let's talk about your bed Magdalena.
- Magdalena: Yeah, that's me in my bed. It's taken from this morning in my new house. Here's a little story. I wasn't really planning on changing my mattress because I have a completely natural latex organic bed that arrived. It never had any smells. It smelled, in fact, like cotton. I loved it. I bought it just before having a double hip replacement. Bob, you might not notice, but when I was 45 years old, I had to have both hips done.
- Bob: Oh boy.
- Magdalena: Yeah. Trust me, that was not an easy choice. I thought it really hard before and, finally, surrendering to it. It was more a genetic thing and just structural

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thing. I had it done. With the surgery, I thought I want to get a better mattress. I got a beautiful organic mattress. Historically, I've always had a lot of lower back problems, which I was assured that that was because of my hips and because of my whole posture or such. I learned to just live with it.

Magdalena: Having changed mattress, having done my hips, I thought I would love to see some decrease in my lower back problems. Unfortunately, they did not go away until I started talking to a couple of friends and they said, "Look at a different mattress," which, really, honestly, I thought this is farfetched. I surrendered. I got the bed. I got an Intellibed. I have to tell you, Bob, within probably three to four days, my lower back problems went away. I was blown away.

Magdalena: Not only that the code of my sleep has improved significantly. I thought it was part of probably going into perimenopause that I will wake up at 3:30-4:00 in the morning. I had a bit of a problem going back to sleep. None of that anymore. I'm sleeping right through the night, seven to eight hours, uninterrupted sleep. Significant changes. As you said, the problems that I have discovered with my friends who have organic mattresses is they have a better lifespan of four or five years. Not 45, four or five.

Bob: That's, actually, really generous, Magdalena. My research shows that they are incapable of supporting you correctly after just two years because what happens is they lose their ... what's called resiliency. That's their ability to continue to push back with the same force. We're going to talk about this a little more. The heaviest part of our body is our lower torso. That's where all the work is being done in the mattress, right? The foam is breaking down faster under your hips and creating a misalignment.

Magdalena: Yeah. That's what really made me choose Intellibed. I can't tell you, I couldn't be happier. Just to reiterate now, why did I change? Posture support, no more lower back problems. I want a mattress that last for a long time. I'm not interested ... I spent close to \$4000 on that organic mattress. For that to last even, let's just say even if it's four years because it's just me sleeping on it right now, even if it's just four years, it's four years. To me, that's long enough for the kind of investment.

Bob: \$1000 a year.

Magdalena: Yeah, exactly, exactly. That's way too much. Improved quality of sleep and motion transfer. When a person next to me moves, I can't feel anything. It's just absolutely awesome, which was not the case in the previous one.

Magdalena: Let's move on to the next slide. What I decided to do is go on shopping excursion and evaluation. Those are my criteria that I used for picking a

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mattress. Now, you don't have to go with Intellibed. You can do your own research. Those are the evaluation criteria that I recommend for you to choose. That's what I used.

- Magdalena: First of all, you definitely want to have the nontoxic mattress because you don't want anything to make you sick. That includes with no off-gassing. That's the very obvious one. The minute you walk into ... I mean, you go to a mattress store, and there's this horrendous smell, which makes me really feel so sad for the salespeople because they inhale that stuff every day. You don't want that. There's so much of research. In the articles, we're quoting so much research on the connection between VOCs and what it does. Not just your hormones, but your overall, your neurology, your detoxification abilities.
- Magdalena: Good support for the hips and shoulders, right. I know, Bob, you're going to be talking a lot more about that. That's really awesome. Temperature control. So many of us are going through perimenopause and menopause. The hot flashes and night sweats is one of the most obnoxious and life debilitating symptoms. They're not life threatening, but they compromise the quality of our sleep. The mattress has to have temperature control. Durability and warranty, so like I said, that's an obvious one. Ability to try and return, and that's what you guys do as well. I will let you comment on that Bob later.
- Magdalena: The customer support you're getting, which I've been loving that from Intellibed. Founders commitment, as you can see, I'm with Bob on this call. He's made a time for me to share the knowledge. We've been preparing for this presentation for a while now. Price and the value. Again, we got something special for you, which I've negotiated a group by deal for Hormones Balance community. We're going to be sharing this with you in just a second.
- Magdalena: Whatever you're choosing, if you're ready to change your mattress, those are the evaluation criteria I will suggest you choose. You just click that mattress company through this easy task, so to speak, and see what comes up for you.
- Bob: Yeah. I totally agree with you, Magdalena. These are the criteria that anybody should use when buying a mattress. I just wanted to take a second and just reiterate each of them. Then, talk specifically about what sets Intellibed apart from every other mattress manufacturer that's out there because new technology has come to the marketplace for the first time in 50 plus years that can solve a lot of the problems that we have when it comes to, say, sleep. Obviously, an important consideration is the toxicity issue.
- Bob: Sleep temperature, if you're waking up at night because you're in a hot sweat, then it's interrupting your sleep. Foams, in particular, memory foam and latex foam, they act as insulators. They trap your body heat against you and don't

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dissipate the heat. That's the reason that so many people complain about sleeping on a Tempurpedic or a full latex core mattress because there's nowhere for that heat to go. It's just trapped against your body. Your mattress needs to stay cool.

Bob: Durability is something that we think almost nothing about when buying a bed. It's all costs and how it feels in the showroom. Unfortunately, it's one of the most difficult slight toxicity. It's almost impossible for you to evaluate because mattress manufacturers don't disclose, and salespeople don't take the time to understand how the beds are going to hold up.

Bob: If you will buy a bed like you did, Magdalena, you spent \$4000 on your latex bed, and after four years, you're waking up with back pain. If that's happening, then the cost of ownership for that bed, like I mentioned before, is \$1000 a year. It probably wasn't supporting you correctly after two years, but you didn't see the symptoms after a couple of more years.

Bob: Durability is something that's extremely important that you need to consider. I'm sure all of you have experience with mattresses that have the big body impressions in the top of the bed. Now, you're sleeping in a mattress that is predisposed to causing your body to go into this hammock shape, which is the reason that you're waking up with back pain. If you're waking up with more pain than you had when you went to bed, it's time to get off of that torture device, get something that's really going to help you because you are likely causing long-term functions because our skeletal structure is plastic in nature. Meaning, that if we continue to not support it correctly, it's going to take that shape over time.

Bob: That's why our focus has been to make sure that we handle, first and foremost, the issue of pressure relief and back support. These two are almost incongruent with each other because in order to get good back support, you actually need to push on your hips to prevent them from sagging into a hammock shape. If you do that, then, it causes a pressure point on your hips and shoulders. That causes you to toss and turn at night.

Bob: This really is the challenge of the mattress industry. Do I buy a firm bed, or do I buy a soft bed? Firm beds are much better for your back. In fact, years ago, if you had back pain, and you went to your doctor, your doctor would tell you to sleep on the firmest mattress that you can stand to sleep on. Why? Because firm beds don't let your hips sag into a hammock shape.

Bob: When we're talking about support, that's simply all we're talking about. The mattress needs to prevent your hips from sagging into a hammock shape. You can get a firm bed, which was great for your back but uncomfortable to sleep

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in, so you are tossing and turning all night long or you could get a softer bed that is better for your hips and shoulders, especially when that bed started to soften even more especially under your hips and shoulders, you lose back support.

**Bob:** This is the challenge of the mattress industry. The fact of the matter is that our body need both: firm, support, and soft comfort at the same time. We don't need either or. When we've gone mattress shopping in the past, it's been this effort to find the right compromise. It's a compromise. Do I buy a firm bed, or a medium bed, or a soft bed? What's the right firm of a bed I should buy? It's always the state of compromise.

**Magdalena:** I want to mention this, Bob, because I got a lot of questions from our community. "Hey, Magdalena. The mattress you, now, are testing, is it soft or is it hard?" Just to your point, I find it so hard to answer that question. I said to them it's actually both, which I know it sounds like a bit like oxymoron. You're contradicting yourself, right. It's exciting. It's bitter and sweet. Things can be bitter and sweet at the same time.

**Bob:** Yes. They can't be firm and soft at the same time. The point is that we have new technology that will provide this firm and soft. I'm going to explain to you here in a minute. The paradox of firm and soft is that we need total firm support for spinal health. When we're talking about spinal health, again, you cannot let your hips sag further into the mattress than the rest of your body. You also need total comfort for restorative healing.

**Bob:** The blue line on the right, this graph is very important for you to understand. The blue line on the right that gets down here is a normal sleep cycle. We go through four different stages of sleep plus REM. REM is not one of the stages of sleep. Rapid eye movement is where we typically will dream. That can occur in any of these stages of sleep. Stage three and four are the most important of stages of sleep. We don't get into those until we get into the bottom of our sleep cycle. If we have a healthy sleep cycle, what happens is, for 90 minutes, we are essentially paralyzed. We sleep in that same position, and we hit the stages three and four of sleep.

**Bob:** Stages three and four, or delta sleep as it's referred to, is where the body builds its immune system. It heals itself. It consolidates our memory. It's the most beneficial stages of sleep. Not a lot other than that is known about it. It's just absolutely critical. Many of the disease stage that we see so prevalent in the world today, including diabetes, heart disease, many of the autoimmune diseases, are linked to the fact that we're not getting the stages three and four sleep that we need.



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- Bob: The red cycle, the red line, not line, but graph on this graph here, shows what happens when our sleep is fragmented. There are many things that cause fragmented sleep, but one of the most significant is these big pressure points that build up on our hips and shoulders. If we're on a firm bed, let's say, all of us have experience lying down in the floor, right. We lay down on the floor. It feels great for maybe 5 or 10 minutes. Then, all of a sudden, we're moving, and we're changing positions.
- Bob: Well, the reason for that is because our body, our skin is highly sensitive to pressure. Pressure sores, or bedsores as they're commonly referred to, or the decubitus ulcers are caused when the capillaries close off due to excess pressure. We're not getting nutrients to the skin, and that tissue will die. It dies from the inside out. Bedsores for the immobile are a huge problem. For the elderly, or for paraplegics, quadriplegics, it's a huge issue because their body is not giving them the feedback that they need to move to prevent a bedsore.
- Bob: Those of us who are able-bodied, our brain will tell us that. It will wake us up at night when those pressure points get to the point where we've closed off the capillaries in our skin, and we toss and turn. What happens is we have this fragmented sleep. That is the paradox. The problem that we need to apply pressure to our hips to give us good back support, and then the resulting pressure point that's caused from that, that's the reason that we need both firm and soft. We're not interrupting our sleep cycles. We're getting the deep restful sleep that we need, and we're not waking up with back pain. Again, that is the challenge of the mattress industry.
- Bob: Let me introduce you to the bed of the future. I'm going to explain to you why this is the bed of the future. This is a technological breakthrough. Gel matrix is the primary cushioning ingredient that's found in all Intellibed mattresses. It breaks this compromise of firm and soft. It is both firm and soft at the same time. Let me explain to you the reason that it is. It is going to yield more restorative sleep. We've already talked about your own experience, Magdalena. We have 18 years in the marketplace and dealt primarily with problem sleepers, people who are not getting the deep restful sleep that they need.
- Bob: We talked about anecdotal evidence. We have significant anecdotal feedback from these people over these 18 years that this breakthrough really does work. Let me explain to you how it works. It's very important that you understand. This little graph on the right-hand side really says it all. The breakthrough is that this material has two separate and distinct behaviors through its cushioning cycle.

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- Bob: The problem with foam, and you can get a firm foam, or you can get a soft foam, is if you look at this graph on the right, there is a linear relationship between how far your body sinks in and how hard the mattress pushes back. With a firm foam, it doesn't have to push in very far to get a lot of pushback force. You get these big pressure points. A soft foam will push in further, but there is this linear relationship that exists. There's only one behavior when it comes to foam and springs for that matter.
- Bob: Gel matrix uses the physics of column buckling to give us two behaviors. If you think about a column, you've got a column that's supporting a bridge, for example. If you put a whole bunch of big trucks up there, and we load it, it's going to continue to support until you put one too many of those. Then, the column fails, and the bridge collapses, right? That's how these columns work.
- Bob: The design of this gel matrix material is such that the walls will collapse anytime they sense excessive pressure, like you would see on your hips and shoulders. You get this firm aspect of the material where the support member stands firm. Then, when the column collapses, you get this soft aspect. What happens as you lie down on this bed is that under your broader surfaces of the body, you get firm support that reaches up to support your side and your back. Under the hips and shoulders, where you have these concentrated loads, the support member collapse underneath. As that happens, then it transfers support to the side or to the back. You get this very equal distribution of pressure.
- Bob: Let's talk about the firm aspect of this gel matrix material. It is three to four times firmer than memory foam. If you were to put this 50-pound weight on the memory foam, it would just completely collapse right down. It bottomed out. That's what happens when you lie down on any of these foam materials that you have a delayed action with memory foam. If it's latex foam, or polyurethane foam, the further you compress it, the harder it pushes back, but you don't get the support until the material bottoms out. At that point, then, you get this excess of pressure points on the hips and shoulders. Gel matrix will support this 50-pound weight without collapsing. It's extremely supportive. That's how we're able to give the substantial back support that you need. Does that make sense to you, Magdalena?
- Magdalena: Yeah, absolutely. That's super straightforward, yeah. I like the slide as well.
- Bob: Yeah. What evidence do we have about how pressure relieving the mattress are? Well, the Intellibed mattresses, we have pressure-mapped literally tens of thousands of different body types, different shapes to determine the effectiveness of material to relieve these pressure points on your hips and shoulders. When we're talking about relieving pressure points, it's really those

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two areas that cause us all the problem, right. We have that two-by-two square inch bone on our hip that's literally trying to push through our skin. We have our boney shoulders. The hips and the shoulders are the first body parts to come into contact with the surface of the mattress. Naturally, most of our weight is being transferred to the mattress through our hips and shoulders.

- Bob: These red pressure points that we see on here is typical of what we see on a sleep number, a Tempurpedic, an innerspring mattress because they all rely on foam. Foam has only one characteristic to relieve your pressure. It's only compressible. The further you compress it, the harder it pushes back. These excessive pressure points would cause you to toss and turn before you've completed your sleep cycle. They'll interrupt your sleep. Typically, we don't see those pressure points on the gel matrix. This is the same person's pressure map on all of these types of beds with their computer read-out of what the pressure points are on those beds. Significantly reduced pressure will help eliminate the tossing and turning that occurs at night, so that you're not waking up with fragmented sleep.
- Bob: The genesis of the gel matrix technology is that it came out of a hospital bed industry where it was actually curing bedsores for the chronically immobile and the elderly that other mattresses cause. You don't see memory foam beds. You don't see sleep number beds in hospitals. You see gel matrix in hospitals because it is the most pressure-relieving material that's out there to eliminate the pressure points on your hips and shoulders.
- Bob: The result is that you don't have any compromise across your body. It's firm where you need it. It's soft where you need it on your hips and shoulders. That's why we call it dynamically adaptive. It doesn't matter where you lie down on the surface of the bed. It's going to automatically adjust to relieve the pressure points off your hips and shoulders and to provide the firm support that you need under your hips, so that you're not sagging into a hammock shape. It is truly a breakthrough.
- Bob: We've talked about the firm and soft aspect of this. There's no compromise when it comes to that. There are other significant ends, we call them. It's durable. This gel matrix material has been tested. Not only do we have it in beds for the last 18 years where most of those beds are still in use, but we've tested it using industry standard test and can say that it is among the most durable beds that we've ever seen tested. The benefit of that is that you're going to have years and years of comfort and support, consistent comfort and support, which is absolutely critical. It's low motion. It sleeps cool. I'll talk about that here in a second. Of course, we started this discussion talking about the safety. I'll talk about that as well.

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- Bob: Typically, this graph, again, on the left-hand side, we see that, and you heard in the industry mattress manufacturers and bedding suppliers are saying that you should replace your mattress every eight years. That's because that the foam breaks down quickly. The testing that we have done shows that polyurethane foam, latex foam, the typical memory foam will lose anywhere from 20% to 40% of the resiliency over the first two years.
- Bob: Now, you might sleep. You might not start seeing back pain from sleeping on that bed for several more years after that. That doesn't mean that you're being supported correctly. The rapid way that this beds breakdown, typically, you should be replacing those beds every four to five years tops. The gel matrix material is extremely durable. The durability test that we've done, it shows that it only loses 4% of its resiliency. That is what makes us very comfortable about offering a 20-year non-prorated warranty on these mattresses.
- Bob: As far as durability goes, we are not aware of a mattress, you might see other mattresses that have a 20 or 30-year warranty, but most of those are prorated. Meaning, that you only get full coverage for 5 to 10 years. Then, you have to pay a portion of the cost to replace. The benefit goes beyond that. Let's say you have a 20-year warranty on your bed, and you start having problems within 11 years. They determined that it's a warranty issue. You have to pay better than 50% of the cost of the bed to replace it. Eleven-Twentieth of the cost of the bed if it happened in year 11. That's how these warranties work. You have to be very careful in reading your warranties to make sure that you understand them. Don't think that because somebody says they have a 20-year warranty that you're actually getting a 20-year warranty.
- Bob: There is virtually no partner disturbance in these beds. Magdalena, you mentioned that before that when you move, you don't transfer the motion of your movement. You're going to move less with this bed anyway because it's so much more pressure relieving. Again, this is the look at the buildup of the beds, the Intellibeds, is we get the slow motion, wrapped coil with either a latex or a polyurethane floor under the gel matrix, and then a quilted top. You can see that all of these, the gel matrix material is actually a heat sink. It transfers the heat from the body into the lower surfaces of the mattress. It sleeps very cool. What's been your experience with that, Magdalena?
- Magdalena: No. It's been amazing. I mean, I have not been having any issues, whatsoever. If I get tested it out the other day, when it was still warm, I pulled out my winter cover, and just to see how am going to do. Sure, I get a little hot but nowhere close to what I used to get the heat from my organic mattress. Yeah.
- Bob: A lot of that, as I mentioned before, is that the foams that are used in most of the beds that are out there will trap your body heat. It's an insulator. It

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insulates you. This conducts the heat and dissipate it in the lower levels of the mattress, so that you sleep much, much cooler.

Magdalena: What I want to just do first is share with my audience that ... I'll be perfectly honest with you. Just with my biggest hesitation, when I was researching your product and before contacting you guys, was just the whole idea that you are actually not an organic mattress. That was in my mind in the past was like I need to have an organic mattress in order to be safe. The gel matrix thing, just the fact itself that it's nonorganic, that really gave me quite a lot of concerns. What I'd like you to do is just explain to our listeners a little bit.

Magdalena: By the way, from that time on, you have helped me dispel it. I'm sharing this with you because I would not have anything toxic in my life. I mean, in fact, the fact is that I've bought a mountain house to be away from pollution, to have well water, and spend \$2000 in testing the water. Everything that I have in the house is nontoxic. You may not know this about me is that I'm your, proverbial, canary in the mine where I'm super sensitive to mold. I can smell things way early than anybody else. My lungs start that shutting down to a number of different compounds.

Magdalena: In order to live a healthy life, I just need to be a super particular about that. I would have never ever allowed a toxic product into my life. Actually, funny enough, my body, I actually love my body that way. You might say I'm sensitive. On the other hand, I'm also that early detector that can sense a lot of unsafe compounds. Really, my body just response to it. Just take a while just to tell us a little bit more about, yes, it is nonorganic, and it's still made this from mineral oil. Then, there's a but to it. Tell us a little bit more about that.

Bob: There are many different grades of mineral oil. We chose to use a food grade. It's more expensive, but we wanted a material that would have been completely vetted and would be safe, completely safe. This gel matrix material, from a toxicity standpoint, has been among the most tested of any component that is in any mattress. We've done cytotoxicity test, which evaluates how the material reacts to the human blood. We've done hemolysis test. Now, the hemolysis test evaluates the blood issue. Cytotoxicity evaluates its effect on human cells. These are very scientific tests. Both of them on a scale of zero to four, zero being completely nontoxic, they both scored zero. Taking it a step-

Magdalena: By the way, you have sent some of the reports. I will have them linked to ... I'm going to upload them and make them part of the article that I'm writing.

Bob: Good. We took it the step further. We thought, "Well, we have workers that are making this gel matrix material. Are we exposing them to any danger?" We

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bought a very expensive VOC meter that evaluates 400 different compounds that would come off. We put that right in the off-gassing area. We used heat to manufacture these, so there's a little bit of ... Smoke is the wrong term, but you can see it riding off. It's not really smoke, but as you think of a traditional smoke, we put it at the right at the manufacturing source. There were less VOCs coming off of the manufacturing line than I found in my office well, well below the range that that would be considered safe.

Magdalena: Bob, where do VOCs come from in your office?

Bob: From your carpet. For example, from the paint on your walls, furniture.

Magdalena: Okay.

Bob: All of these produce off-gassing. Again, VOCs are, typically, compounds that are used in manufacturing during the manufacturing process that can easily become airborne. Then, when they become airborne, of course, you're breathing them in. When you're sleeping on a mattress, you have your face literally inches away from the sleeping surface. They're readily available to you when you're breathing. It was dramatically less, in fact, at the manufacturing line than it was in my office. It was still well below, well below what experts say it safe. The point of the matter is we have carefully vetted this material to ensure, even now, the fact that it doesn't fit under the classic definition of an organic material, we are very, very comfortable saying that it is completely nontoxic.

Bob: That's been the focus of our beds. I get ask the question all the time, how come you just don't used ... You do have a little bit of polyurethane foam in there. Why don't you use these foams that are certified organic? The answer to that question is that that's not the only consideration that you need to make when you're buying a bed. It's the toxicity issue. If that's the only thing that you focus on, within a couple of years, you're going to have a bed that's not supporting you correctly. That creates other problem.

Bob: You need to consider all of these things when you're a buying a bed. The fact to the matter is a good quality polyurethane itself is completely nontoxic. It's the additives that they put into these foams that are causing all the problem, including the fire retardancy and the materials that make them behave like memory foam behaves. Those are the things that we need to worry about.

Magdalena: Let me ask you that because this is a really important point is about the additives that are added. Let me ask you, what are you guys using for as fire retardants?

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- Bob: Well, let me first of all state that the federal government requires that beds meet a certain burn test. Their logic is that if a fire starts in the home, it's not necessarily to prevent a bed fire. It's that you have this massive piece of furniture in there that is going to add to the heat load. If the house catches on fire, they want a limit the amount of heat that the mattress produces when it catches on fire.
- Bob: In theory, it makes a lot of sense to try and do that. The problem is most of the additives at manufacturers will use, the lesser expensive version of those are spray-on chemicals that you just spray on the surface of the bed. That will allow them to pass the test. Unfortunately, manufacturers don't have to disclose what they're using. We use a silica-based fire barrier. It fits across just inside the covering of the mattress that it fits over like a sock does. There is nothing that's sprayed under the bed. It's an acrylic fiber that has no bioavailable chemicals that will off-gas. It's very safe and very effective. In fact, this exceed the standards that the government has set for the heat output of the mattress.
- Bob: There are two big wins for these. First of all, it's nontoxic. There's no sprayed-on chemicals, no antimony or the typical type of chemicals that you'll see with the spray-on type of option. The material has been tested for baby bottle nipples and for all kinds of children toys. It's very safe for babies. It's edible. You can ingest it. It's really chewy. It is edible. It's like a soft rubber. A lot of people, when they think about a gel material, they think of this as liquid. This is not that. This is a very soft but strong and durable. You can see from this graphic right here, it is this gel material formed into this grid that is extremely, extremely safe.
- Bob: The minimal amount of foam that we used in these beds is a whole CertiPUR-certified to eliminate the toxins that you'll typically see in polyurethane foam. The latex foam, of course, is also of CertiPUR-certified. Then, the tempered steel innerspring, of course, it doesn't off-gas anything. This going to be important to some of your listeners, every component was made here in America.
- Bob: Let me just finish up by saying that thousands of doctors, and bloggers, and influencers, that's been one of our primary focus is to do this ground roots education campaign where we're meeting with the people who are doing the research and really evaluating these stats. Many of these doctors are homeopathic or DCs. They're not traditional doctors in the sense of the western medical model where symptoms are treated and not the root cause. They have done the same evaluation that you've done with the bed.

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- Bob: One of the significant doctors was Dr. Robert Troell, the first doctor that's mentioned here. He's a Stanford-trained sleep doctor. He actually did a study where he wired individuals up on a Tempurpedic, a sleep number, and a intellibed. His objective was to find out which provides the most restorative sleep. When we say restorative sleep, we're talking about completing your sleep cycles and allowing you to get the deep delta sleep that you need. His comment based on that study was that this is the "Single best bed for restorative sleep. It's going to allow you to complete your sleep cycles."
- Bob: Everybody posts all these testimonials on their website. We have thousands of doctors who recommend the bed. That's one of the strongest evidences of people who've done their own research on the bed. They haven't just taken our word for it. They've done their own research. They've recommended it to their clients and to their patients. Their patients are giving them feedback saying "Yes, it solved my problem."
- Magdalena: Yeah. Thank you for that, Bob. This was great. One of the things that I did was I went you guys and asked for special deal that we can bring in to our community to create something special as group buy because the community is quite sizable. You guys have agreed to do a few special things for us.
- Magdalena: The first thing is the Hormones Balance community is going to be getting 10% off on the mattress. You guys are going to be getting a free delivery, which sounds like not much because almost everybody is doing a free delivery until you actually see the bed. It's actually super sizeable. It's not one of those that you fold it up, and people pull it out at a truck, and then throw it on your bed. It's really all that.
- Bob: Yeah, we didn't mention that, Magdalena. That's really important to understand. These beds, they're not squashed down and rolled up like a sleeping bag. That's the latest trend in the mattress industry is a bed in the box that you can just buy on Amazon and have it ship to you. Boy, my experience shows that those bed just don't hold up. One of the frequent questions we're ask about the difference between us and Purple, well, that's one of them. You can roll their beds or roll-pack.
- Bob: A good quality mattress that's going to provide the support and durability that you need, you can't do that to those beds. These beds are delivered full size. Two guys show up, and they put them in your room.
- Magdalena: Yeah. In fact, what's not showing in this picture is you're also getting the base, which is the springboard base for the bed. You'll see that in the picture. When I was sitting on the bed, that's the ... I'm going to put the picture on the blog



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post as well. You can see there is a foundation to it. You're getting those two pieces, not just the mattress itself.

Magdalena: We're also doing a mattress protector, which that's going to be ... There's a lot of question that we got about, how do you protect your mattress from mites or from getting dirty? The mattress protectors are great for that. You are, also, getting these beautiful organic cotton sheets. I just got mine. They feel very luxurious, and really nice, and smooth, and very cool to the touch.

Magdalena: The code is hormonesbalance. Don't forget about the S at the end of hormones. hormonesbalance. The website to go and check it out to claim the whole offer is [intellibed.com/hormonesbalance](http://intellibed.com/hormonesbalance). You probably might want to talk to a representative. Either should ask the question. You probably know us already or supported [hormonesbalance.com](http://hormonesbalance.com), or you have a phone number. If it's more technical questions, my team would know how to answer those. That's where the Intellibed support team is there, the 844 number. Just dial that.

Magdalena: Can you just tell us, Bob, a little bit about the difference between the Indigo organics and the Sapphire organics?

Bob: Yes. Let me just point out here that this number, when you call in, is a dedicated number to the Hormone Balance. When you call, our associates will know the deal that you're getting. You don't need to explain that.

Magdalena: Real nice.

Bob: You will want to make sure though that you tell them that it was part of the Hormone Balance special offer that we have.

Magdalena: Yeah, because the-

Bob: The difference-

Magdalena: Yeah, I just want to say before you talk about the beds, this is a special offer. It's one of the best offers you'll find in a market. It's something very custom to our needs. I've asked for a number of different things to be thrown and based on the feedback that we got from our listeners. Just want you guys to know this. All right. Let's talk about the difference between the two mattresses.

Bob: Yeah. Essentially, there are two main differences. The Indigo has two layers of the gel. You actually get a little more of what makes Intellibed so great. You get more support, which sounds surprising. I've been actually sleeping on this bed for a while now. If I sleep on a bed that doesn't give me good back support, I immediately know it. I noticed that you are sleeping on the Indigo. It's really

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odd because you get two layers of gel, but it, actually, would feel softer. It does feel softer, but it also feels more supportive. Then, it's got a quilted cover on it. What it tends to do is to mask the feel of the gel a little better.

Bob: With the Sapphire, it doesn't have that. You're much closer to the gel. You can actually feel the support members, the gel support members collapsing underneath you. The Indigo is a little more expensive. The sapphire is a little less expensive. The great thing about our sleep experts is they know how to help you pick the right bed. They're going to help you pick the right bed.

Bob: Then, you mentioned that before that we offer a money back guarantee. We do. We'll come and visit. If doesn't work out for you, we'll either swap the bed up for you, get you the right bed you need, or give you your money back. The only thing that you risk is the initial shipping cost to get it to you for a couple hundred bucks. There's very, very little risk. I can tell you, honestly, after 20 years, almost 20 years of being in this business and selling this bed, we have about a 4% return rate.

Magdalena: Just remind us again, how many years of warranty are we getting?

Bob: It's a 20-year non-prorated warranty.

Magdalena: Okay. All right. Awesome. All right. I think we have the Q&A session after this.

Bob: We do. Let me just start hitting those questions right now.

Magdalena: Thanks to you, guys, for uploading up. Yeah. Basically, I'll ask the community to ask questions. What would you like me to cover in the research? What would you like me to ask the mattress company? We've got a few here. Let's start over the first one. "I just bought an avocado mattress. Wondering how it compares with all the mattresses. We had a Tempurpedic, and I was getting sicker. I am now on the road to healing." This is the lady I was telling you about earlier about how sick she was getting from her mattress. Yeah. Give it a go, Bob.

Bob: I actually like the avocado mattress quite a bit. It has a pocket coil in it. It's not the quality of the pocket coil that we have in our beds. From a support standpoint, it's pretty good. Of course, it is Greenguard-certified, which means that it's very rigorous certification that goes through to determine the toxicity. I'm not surprised that she was feeling sick on her Tempurpedic and that she feels better sleeping on this bed. The difference between it and an Intellibed is that you're going get better pressure relief and better long-term support out of Intellibed compared to an avocado. I don't think that you made a bad choice. I think it's actually a pretty decent choice.

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- Magdalena: Yeah. I have something very similar to avocado as well. Like we just talked about, I think, when you are vulnerable, if you have postural issues going on. Look, I mean, for people who can sleep on the floor, and wake up, and be perfectly fine. You know what I mean? I'd traveled to India. I mean, people sleep literally on the floor or just on a hayrack. They are fine. I think, it's just the question of, how vulnerable are you? What kind of support do you need? For someone like me who's got postural issues, I definitely could feel the difference. You would know. If avocado serves you well, then great. Just stick to it. If not, then it's time to start thinking about it.
- Bob: I really think you'd probably get a couple of a good years of life out of that avocado bed. The minute you start waking up with pain, or you feel that you're tossing and turning too much, then that's when you should replace it.
- Magdalena: Yeah. This is a really great question. "How can you tell which firmness is best for you?"
- Bob: Yeah. We've touched a lot on this. We've talked about the fact, and we don't talk much about firmness here in our company because you need both. You need both firm and soft. It's essential that you get that. It's not really something, if you're going to buy an Intellibed, you need to worry that much about because you're going to get a very firm bed, very soft and comfortable mattress. It's going to eliminate your pressure points.
- Magdalena: Yeah. "Is latex mattress safe? Or just as many toxins as the other ones?"
- Bob: Well, there are various, various grades of latex that are available. Certified organic, I, personally, don't think that they exist because the standard is so high to call something organic. I mean, for the last 20 years, you cannot have treated anything with any pestilence or any fertilizer. I don't know that there are any latex producers out there that can say that about their beds.
- Bob: Generally speaking, latex is safer than the other types of foams out there just because it uses ... Even the synthetic latex, we have found to still be very, very safe. If you can detect an odor when you open it, then that's what should be worried about. If you can't figure it out what the manufacturer used as a fire barrier, then don't buy that bed.
- Magdalena: Interesting. It's a matter of contacting them. It's really goes back, Bob, to the same question of, yes, it's nontoxic but how well does this support the body? All right, next one-
- Bob: Yeah. That's really it.

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- Magdalena: Yeah. “How can you tell which firmness is best for you? Especially with so many of the non-toxic options being online only.”
- Bob: Our experience with the organic beds, and it's across the board, and it's mostly anecdotal, but there's been testing on these materials done too, they break down quickly. That is the problem with these organic beds. It's why we're quick to say that we're not organic. We're not going to jump on to the organic bandwagon. Our effort has been to build the bed that's nontoxic. We think toxicity is a lot more important when you add into that the need for proper support and proper comfort. I would say that if you want to replace your organic bed every three or four years to get the proper support, then that is your choice as opposed to trying to find a bed that's nontoxic.
- Magdalena: Yeah. You know what, going back to the issue of firmness here, it's like you said, it's like a question that I always get, is your mattress firm, or is it soft? It's both, right. It's hard to know that it's possible, but it really feels that way. It feels very comfortable. but it also feels like my butt is not sagging, and I have a big butt. I can tell you that it's safe.
- Bob: It's critical when we talk about support. That's what we really mean. You cannot let your hips sag into a misalignment. Even small misalignment, especially if you're sensitive to back pain, even a small misalignment will cause that problem. You need to be supported correctly. In our opinion, that's the most important thing that you do is to have the best support. Then, secondary to that but also very important is the pressure relief. You don't have to compromise on either those two things when you buy an Intellibed. It's very nontoxic.
- Magdalena: “What's the best type of mattress to mitigate mold and dust mite allergies that also doesn't have dangerous or irritating chemicals?” Actually, that question about mold and mites was one of the biggest questions that we got. Tell us a little bit more about that.
- Bob: Well, mold is if you trap your body heat especially, which include moisture, then that can induce mold. Dust mites just feed in your dead skin. The best way to eliminate both of these problems after you have already bought a nontoxic mattress is to put a mattress protector on top of your bed. That way, you can just pull it off, and throw them to washing machine, and eliminate the food source for the dust mite. Typically, after you get your bed in the home, mold is not an issue.
- Magdalena: Yeah. The cool thing is that the part of the deal for Hormones Balance, you guys are getting a mattress protector as well. How do you clean a-

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- Bob: That's designed to work with the bed.
- Magdalena: Right, exactly, yeah. "How do you clean a mattress?"
- Bob: Yeah. Same answer. Put a good mattress protector on it.
- Magdalena: Okay. "Are there flame retardant free options besides wool? I'm allergic."
- Bob: Yes. There's a silica-based fire barrier that we use. I've never seen ... Again, this anecdotal information, but in the 20 years we've been building these beds, I've never seen a single allergic reaction from anybody of any of the components that we used in the bed. That's, I think, a good option for you.
- Magdalena: Okay. "I have a Tempurpedic that goes up and down. Love it, but it is a good one?"
- Bob: Well, we talked about the Tempurpedic. It has his down side. I mean, they build a decent bed. There's a lot of people that have that. There's a lot of people that love them and swear by them. They sleep hot. They do work on exhaustible base. All of our beds work on an adjustable base. If you're concerned about the toxicity issues with your Tempurpedic, you can replace it. Put our bed directly on your adjustable base that you already have. We didn't talk much about adjustable bases, but they're an option that can give you an infinite amount of adjustability to find comfort and support that you need. All of our beds will work on adjustable base.
- Magdalena: That great. I didn't know that. That's awesome. All right. Let's see. "How long should we really keep the mattress?"
- Bob: I addressed this earlier, but if you're waking up in pain in the morning, then that's an indication that you're not getting the support. If you're not feeling rested when you wake up in the morning, it's probably because your sleep cycles are getting fragmented, and you should replace that bed.
- Magdalena: All right. You guys, a quick reminder the deal is 10% off. You're getting free delivery, mattress protector, beautiful organic cotton sheets. Yeah. That's the URL down in the bottom. My preference is definitely the indigo organics. That's the one that I'm using. It really is quite life-changing, I have to say, quality of sleep.
- Magdalena: Just having no lower back pain, which it's quite amazing, Bob. It's a reminder of how you're used to living with pain. I always talk about that a lot, how a lot of our communities ... Nothing to do with sleep, but even if you just talk about food going, "Every time I eat something, it makes me sleepy," or "I'm always

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bloated,” or “I’ve always gotten a headache. I’ve always had zits on my face.” It’s that always thing.

Magdalena: I have to say, I caught myself thinking the same that it’s such so normal. My normal was to have lower back problems. I’ve always thought that was because of my hips. Then, I’ve gotten the hips replace and I’m like, “Why am I still having lower back issues?” Just going to believe that that was just part of my body structure. What a relief to know that just using the mattress for the past two months, my lower back issues are completely gone.

Magdalena: As we’re recording this, I literally just moved to a new home, the mountain house I was talking about. Massive unpacking, and I’m doing it on my own. I mean, it’s brutal on the body, especially I’m not a physically ... I don’t do unpacking and moving for a living. Really harsh on the body. I have to tell you that it’s been ... Two nights ago, I went to sleep because I had a little bit of problem with my shoulder, and I felt like I just strained it just from being out of my feet for 14-hour days and unpacking. I hate living out of boxes. I just wanted to unpack really quickly. It’s been a week and I’m pretty much done.

Magdalena: For a big house, it’s quite an accomplishment for one person. I went to bed, and then came in, “This is not going to be great.” I woke up, and the pain was gone. It’s just really awesome. I really want to encourage you to give it a shot. It’s a risk-free purchase because you can always return if you feel like it’s not really helping you.

Magdalena: Just to preface it also, I think it helps with so many different ways. We talked about that. I don’t need to tell you how important sleep is with hormonal balance. I think it’s a no brainer to know when you wake up after good night sleep how different you feel. Hormonally speaking, for that matter, just a little tidbit here, growth hormone, which is responsible for, really, restoration of all our tissue, but also, it’s also known as the antiaging hormone that repairs our cellular tissue but also our skin. It only gets produce when we are in deep sleep. Interesting, right? That’s the reason why people, we look so aged when we don’t sleep properly. That’s the big part of the equation.

Magdalena: By no means is changing a bed a solution to everything. I think this works so really well when you combine it with the proper diet, which I always talk about, anti-inflammatory diet, combine it with good hygiene before going to bed, not watching television, turning off everything, sleeping on the dark room, cooler room. All of that is going to help tremendous sleep. This is yet another tool to add it to your toolbox.

Magdalena: Bob, it was so awesome to have you on a call. I’ve learned a ton from you today. Thank you for offering us this wonderful deal.

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Bob: You're welcome. It's my pleasure.

Magdalena: Is there anything, any parting thoughts that you want to just split with us before we wrap up?

Bob: No. Just that I completely agree with you. That needs to be part of a total plan. If you're ignoring sleep, there's new technology that's out there that can really, really help. I just want to point out that it's not going to be miracle cure, that it may takes some adjustment time. We've had people say "Boy, I actually didn't sleep. I slept worst last night." Give it some time. It's changing the way that your body is sleeping. It's supporting you differently than you used to. Don't give up on it. If after a week or two, you're still feeling a little bit of pain, that's not the normal, but it does happen. I'm just convinced that there's not a better sleep surface out there to accomplish everything that you need to better than the Intellibed.

Magdalena: Thank you so much, Bob.