



Indulge in Natural Beauty

Experience Amazing Sleep Sensation on The Naturel™ Collection Mattresses



Always Comfortable™



INTRODUCTION

NATURALLY BEAUTIFUL, BEAUTIFULLY NATURAL

The Serta® Naturel™ Collection portrays the natural comfort and elegance. Every inch of the mattresses are crafted with great precision to recreate the resonance and the beauty of life. Designed to be the companion of your serene night, the Serta® Naturel™ Collection captures the perfect definition of elegance and bliss.


naturel™
COLLECTION

CONTENT

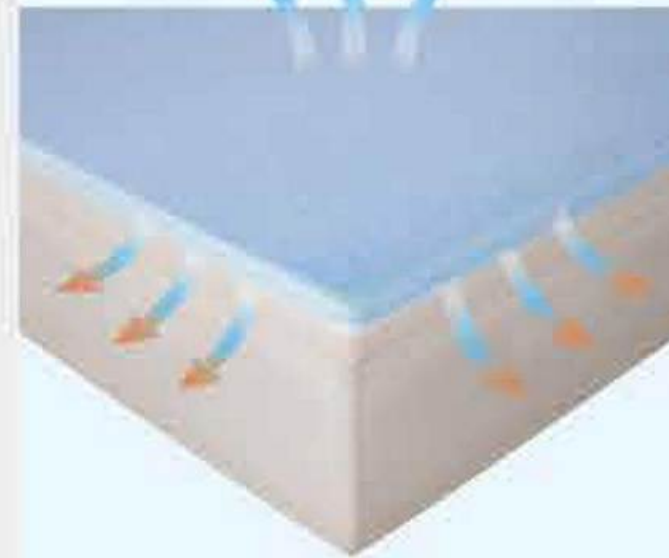
CHOOSE YOUR COLLECTION

SERTA® SMARTCOOL SYSTEM

Cooling Down
and **Power Up**

Serta® SmartCool system is the most sophisticated air circulation technology from Serta®.

2



Treat yourself in the comfort of future sleep, as **KoolComfort™** **Viscotech** takes you into the clouds of blissful comfort.

3

Your Gateway of Serenity

A luxurious escape with a touch of elegance, Tranquility™ is the answer to your desire of serenity.

7



Gaze at the Splendorous Marvel

A beautiful top features blend of KoolComfort™ Viscotech and Serta® Breeze™ Cooling makes Marvelous™ a form of sheer beauty.

9



Find Your Inner Desire

Passion™ has every feature that is needed to keep your spine in its natural position.

11



Adjustable Comfort

A breakthrough in the industry, a sensational mattress that lets you do many things with a simple touch of a button, Sertamotion® truly has it all.

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NATURAL LATEX

Fully Imported From Belgium



The Latex is a natural layer with an open cell structure and hypo-allergenic materials. Exclusively imported for Serta® from Belgium, this material inhibits the growth of dust mites and other micro-organism and therefore keeps the mattress hygienic and odor free. Due to its open cell structure foam, the air circulation becomes more fluid which also discourages buildup of moisture and heat in the mattress interior.

7-ZONE NATURAL LATEX

SIDE SLEEPER



**Comfort Zoning*

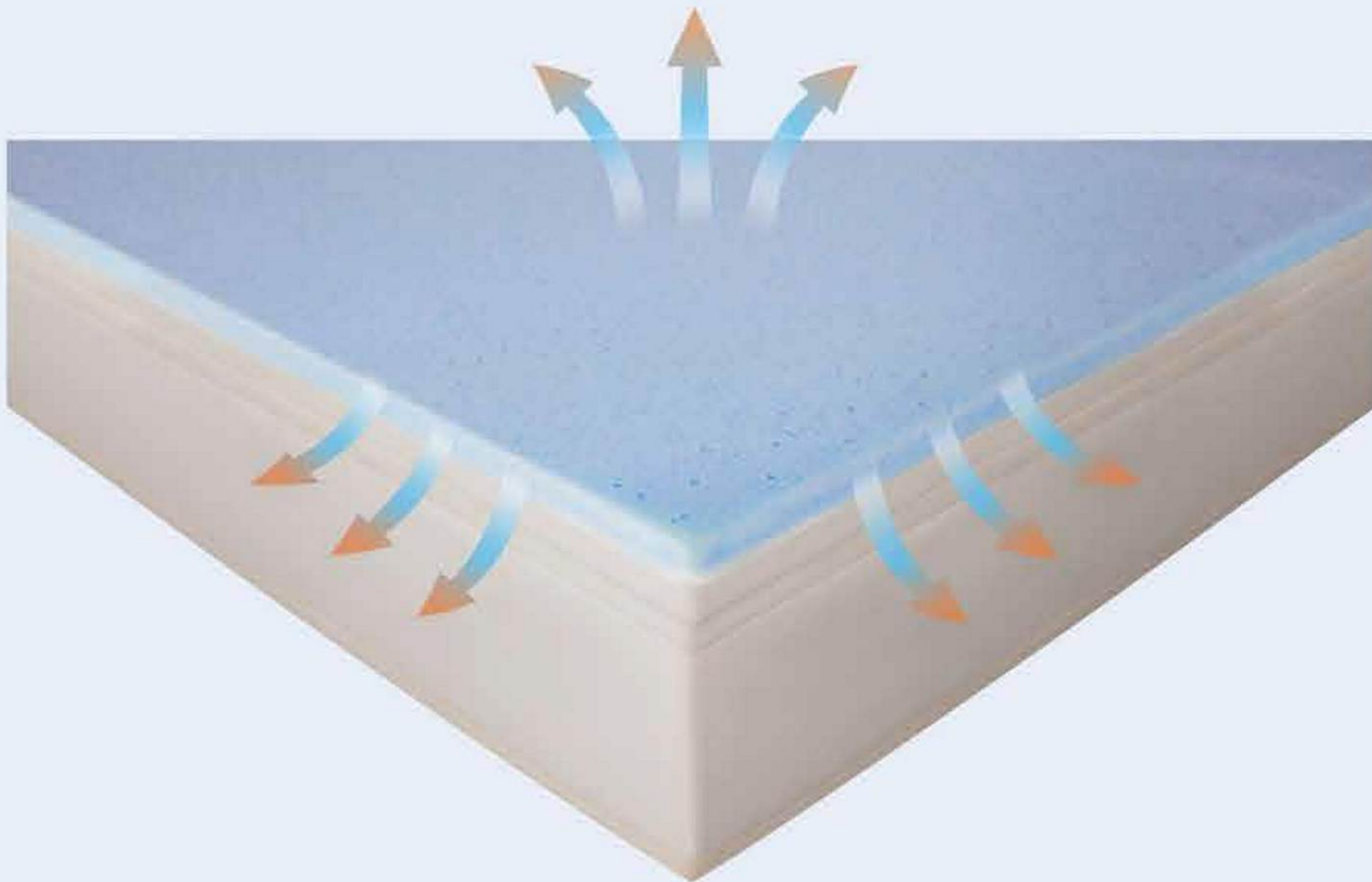
BACK SLEEPER



**Comfort Zoning*

7 COMFORT ZONES

Introducing the 7-Zone Natural Latex System, the very first zonal system in latex mattress to fully support your backbone when you sleep. Consisting of 7 zonal areas to fluently follow your body line. Each part of the zoning is precisely calculated with adequate support for each specific weight and shape, resulting more balanced support for human body.



SERTA® AIRFLOW COOLING® SYSTEM COOL DOWN AND FRESHEN UP

Serta® AirFlow Cooling® System is the latest sophisticated technology from Serta® to create much cooler and fresher environment for you to sleep on. The technology, consisting of the Adaptive Dynamic Cooling System, KoolComfort Viscotech®, and Natural Latex layer, works together to enable the mattress to “breathe”, letting the air to circulate more freely and providing cooler sleeping surfaces. This system also create a better sleeping contact area, keeping you stay longer in your comfort zone while sleeping. The Adaptive Dynamic Cooling System quickly evaporates any liquid from perspiration during your sleep. The Serta® AirFlow Cooling® System is also constructed by cool layers of KoolComfort Viscotech® on top of your mattress. The porous KoolComfort Viscotech® layer lets all the air inside the mattress circulates fluently, making it breathable and keeping your mattress cool, fresh, and more hygienic. Underneath the Viscotech, the layers of Natural latex helps evaporate moisture and keeps your mattress hygienic and comfortable throughout the night, while preventing the growth of dust mites and other micro-organisms, creating a more comfortable environment for you to sleep on.



Treat yourself in the comfort of future sleep, as the ***KoolComfort™ Viscotech*** takes you into the clouds of blissful comfort.

Enjoy the latest sleeping indulgence by Serta®, the **KoolComfort Viscotech**, a natural memory foam that has the ability to follow the shape the of the body and return to its original form. This fine material offers a new comfort sensation by letting it follows your body contour flawlessly, letting you sleep comfortably as your spine sits perfectly in its natural position.

The material is very suitable for the tropical climate, as it is able to regulate the micro climate in its surroundings, making your mattress cool even in high temperature and warm in low temperature. **KoolComfort™ Viscotech** also provides consistent slow release and faster recovery, making it one of the most recognizable foam in the mattress industry currently.

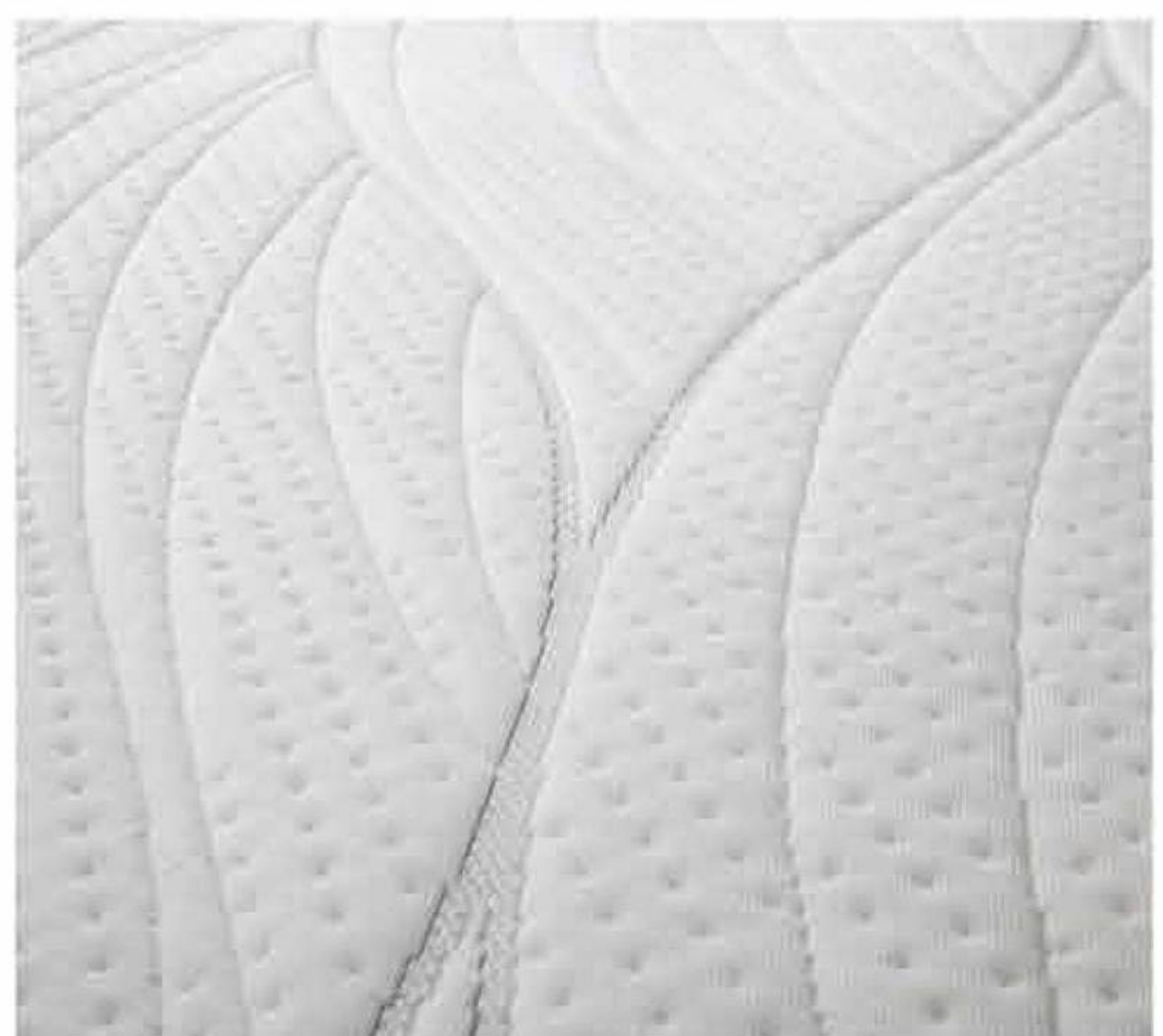
KoolComfort™ Viscotech also has all the advantage of memory foam such as:

- ✓ Fully imported from Belgium
- ✓ Follows the body contour perfectly
- ✓ Great pressure distribution
- ✓ Unique point of elasticity
- ✓ Plush comfort with a distinctive feel
- ✓ No stuck support. More push back due to the specifically designed cell structure
- ✓ Sleep cool thanks to the open cell structure
- ✓ The feel remains the same, regardless the room temperature



NATURALFIT™ KNIT WITH ADAPTIVE DYNAMIC COOLING SYSTEM

Designed with the soft and elastic ergonomic Belgium Knit, to pamper your body with softness as you lay on the mattress. This astonishing top layer actively controls your body's temperature and moisture, giving you an undisturbed night rest. Now treated with the Adaptive™ Dynamic Cooling System that will keep your mattress more fresh and hygienic. Shine with a beautiful look, the NaturalFit™ Knit displays an exceptional elegance that offers relaxing ambiance for a night of blissful sleep.



COMFORT FEATURES

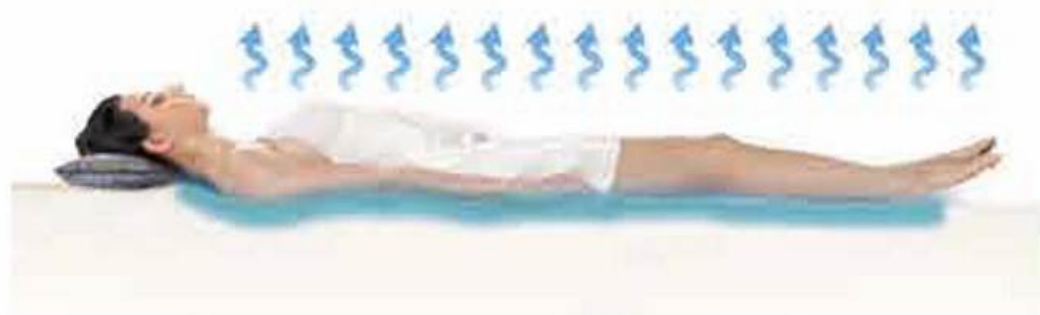
1 Start Sleeping

- Metabolism slows down
- Body temperature drops



4 Deep Sleep

Cooler and more comfortable sleeping surface



2 Release Moisture

While sleeping we lose 300 - 350 ml moisture



3 Adaptive™ Dynamic Cooling System Works

Adaptive™ accelerates the (moisture) evaporation process.



Adaptive™
DYNAMIC
COOLING
SYSTEM

The Adaptive™ Dynamic Cooling System resets the moisture perspiration and speeds up the evaporation process as you sleep. As the perspiration occurs and drains most of our body's liquid, the Adaptive™ Dynamic Cooling System quickly evaporates it and keeps the inside of your mattress fresh and clean. The whole process creates a better and fresher sleeping contact area, making it a much cooler sleeping surface during warm weather, resulting less disturbance as you rest, giving a better deep sleep, and giving you a rejuvenating sensation as you wake up.





TRANQUILITY™

Your Gateway of Serenity

A luxurious escape with a touch of elegance, Tranquility™ is the answer to your desire of serenity. Designed specifically for those who need stronger support without sacrificing the comfort, Tranquility™ is the perfect companion to serenade you into deep sleep. This all latex mattress is equipped with KoolComfort™ Viscotech and NaturalFit™ Knit to provide a soft and cool mattress surface. The 7-Zone Natural Latex combined with Firm Latex provides zonal support from your head to toe, guaranteeing undisturbed sleep, night after night.

with



CHARACTERISTICS

NaturalFit™ Ergonomic Belgium Knit with Adaptive™ Technology

KoolComfort™ Viscotech

Belgium 7-Zone Natural Latex

Firm Latex

Contour Zipper

Mattress Thickness : 25 cm | Comfort Level : Medium Firm





MARVELOUS™

Gaze at the Splendorous Marvel

A beautiful top features blend of KoolComfort™ Viscotech and Serta® SmartCool shapes Marvelous™ into a sheer beauty. Designed with NaturalFit™ Knit which actively regulates to your body's temperature, and the 7-Zone Natural latex to provide full spinal support, Marvelous™ will take you to an endless journey of comfort. Come over to the wonderful experience of Marvelous™, and turn your bedroom into the ultimate sanctuary, the Marvelous™ way.

with



CHARACTERISTICS

NaturalFit™ Ergonomic Belgium Knit with Adaptive™ Technology

KoolComfort™ Viscotech

Belgium 7-Zone Natural Latex

Latex Layer

Advance High Density Supporting Base

Contour Zipper

Mattress Thickness : 23 cm | Comfort Level : Firm





PASSION™

Find Your Inner Desire

Passion™ has every feature that is needed to keep your spine in its natural position. The Spine Support Foam combined with 7-Zone Pocket Spring will provide full spinal support as the KoolComfort™ regulates the micro climate, making this mattress the perfect companion to sleep passionately every night. The 7-Zone Natural Latex and NaturalFit™ features also add an extra comfort for the ultimate and total sleeping indulgence. Find your inner desire with the stunning relaxation of Passion™.

CHARACTERISTICS

NaturalFit™ Ergonomic Belgium Knit with Adaptive Technology

Belgium 7-Zone Natural Latex

KoolComfort™

Spine Support Foam

7-Zone Pocket Spring

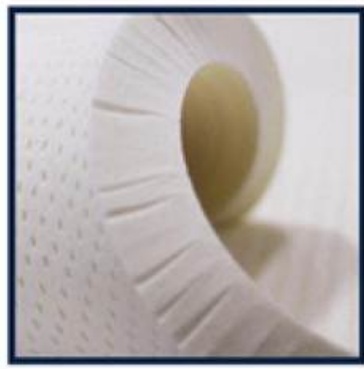
Contour Zipper

Mattress Thickness : 27 cm | Comfort Level : Medium

	TRANQUILITY™ Thickness : 25 cm Comfort : Medium Firm	MARVELOUS™ Thickness : 23 cm Comfort : Firm	PASSION™ Thickness : 27 cm Comfort : Medium
NaturalFit™ Ergonomic Belgium Knit with Adaptive Technology	✓	✓	✓
KoolComfort™ Viscotech	✓	✓	-
KoolComfort™	-	-	✓
7-Zone Naturel Latex	✓	✓	✓
Spine Support Foam	-	-	✓
Latex Layer	-	✓	-
Firm Latex	✓	-	-
Advance High Density Supporting Base	-	✓	-
7-Zone Pocket Spring	-	-	✓
Contour Zipper	✓	✓	✓

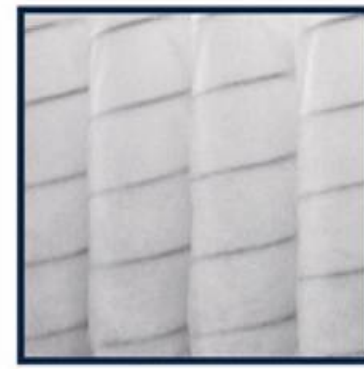


CHARACTERISTICS



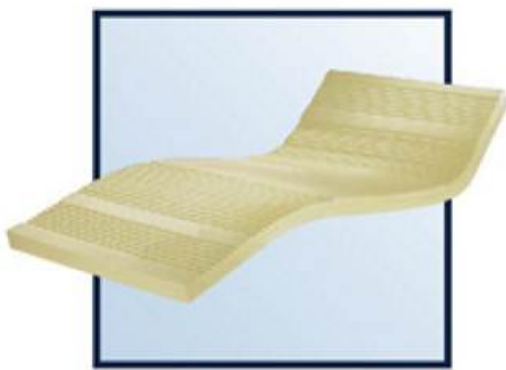
Latex Layer

Latex provides superior back support and outstanding pressure relief. Designed to take care of your back and posture, latex adjusts naturally to the contour of the body.



7-Zone Pocket Spring

Each pocket spring works independently for maximum point of elasticity and provides proper spinal alignment in 7 zonal areas, for a steady comfort throughout the night.



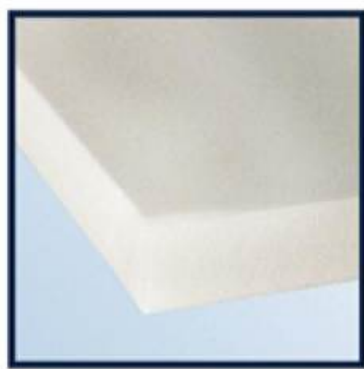
Firm Latex

The firm latex layer is designed to follow the shape of your body and spine with outstanding precision, while providing natural comfort in your night sleeps.



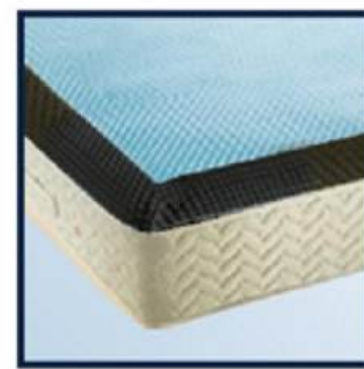
Contour Zipper

Contour Zipper serves to protect your mattress, while giving it a touch of elegance and aesthetic beauty.



Spine Support Foam

This foam provides the extra support that the spine needs, for a better and more comfortable surface to maintain its most natural position, relaxing the body all through the night.



Advanced HD Supporting Base

Hard-wearing latex for additional firm comfort, keeping the spine at its most proper position.



KoolComfort™ Viscotech

A natural memory foam that has the ability to follow the shape of the body and return to its original form. This material follows your body contour flawlessly, letting your spine stay natural position. The viscotech is very suitable for the tropical climate, as it is able to regulate the micro climate in it as you sleep, making your mattress cool even in high temperature and warm in low temperature.



NaturalFit™ Knit with Adaptive Dynamic Cooling System

Designed with the soft and elastic ergonomic Belgium Knit, this astonishing layer actively controls your body's temperature and your surrounding moisture, taking you to nights of endless bliss.

SIDE SLEEPER

*Support Zoning

- Conditions the head
- Relieves the shoulders
- Supports the lumbar area
- Relieves the back
- Supports the thighs
- Supports the calves
- Conditions the feet

BACK SLEEPER

*Comfort Zoning

- Firm
- Soft
- Firm
- Medium
- Firm
- Soft
- Firm

7

ZONE NATURAL LATEX

7-Zones Latex System is the very first zonal system in latex mattress to fully support your backbone while you sleep. Consisting of 7 zonal areas to fluently follow your body line, each part of the zoning is precisely calculated with adequate support for each specific weight and shape.

AWARDS & RECOGNITIONS

Serta® has been helping people sleep more comfortably for more than 80 years, and we remain dedicated to product quality and innovation. We are proud to have earned several awards and recognitions over time, including our most recent ones listed below.

SERTA® IS WORLD'S No. 1 MATTRESS MANUFACTURER



**WORLD'S NO.1 MATTRESS BRAND
FOR 7 YEARS IN A ROW**

We are very proud to be the number one mattress manufacturer in the United States, and a leading mattress brand in more than 100 other countries. Our authorized retailers trust us to provide them with the highest quality product for their customers, and we thank them and our valued customers for continuing to choose our brand.

2014 - 2018 WOMEN'S CHOICE AWARD FOR MOST RECOMMENDED MATTRESS, BOX SPRING AND PILLOW



**2014 - 2018
WOMEN'S CHOICE AWARD®
AMERICA'S MOST RECOMMENDED**

Serta® is proud to have received the highest recommendation rating among women in a nationwide survey of thousands of women conducted by Women Certified®, a leading marketing and research firm focusing on women.



Always Comfortable™

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