



Women's Health

Men's Health

Featuring

M·Tex[®]
Health Technology

Trust your sleep to the experts
in health and wellbeing



Mammoth[®]

“For customers looking to improve their health, why not steer them towards a household name they already trust?”

Spending on health and wellness products was growing at a rate of over 6% per year before the pandemic. Experts now suggest that growth will accelerate as a more health-conscious world opens up.

But better health isn't possible without quality sleep!

Sleep is the foundation for being well. Without adequate rest and recovery time, no change to diet, lifestyle or exercise plan will succeed in improving health. Whether it's protecting the immune system, easing musculoskeletal pain or supporting good mental health, sleep has a critical role to play.

[Stats courtesy of the Hearst **Positively 2021** survey]

83%

of people are more aware of the importance of good health

78%

of people have made health and general wellbeing a resolution for 2021



Mammoth®

The most trusted name in health and wellbeing just became the biggest name in sleep

Women's Health and Men's Health has teamed up with Mammoth to create a retail mattress collection targeted firmly at millions of consumers who are looking to make healthy choices.

Combining the unrivalled reach and reputation of Women's Health Men's Health with the expertise and credentials of Mammoth is a match made in retail heaven.



Men's and Women's Health reach:

Never before has a powerhouse consumer brand of this size and reputation entered into the mattress and pillow market. The new Women's Health and Men's Health collection will be promoted across the Hearst Media UK portfolio, with access to a diverse and wide-reaching audience.



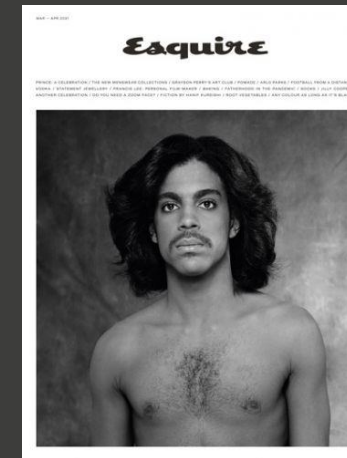
3.9 million
monthly magazine
readers



25 million
active social media followers



29 million
monthly digital visitors



Of Men 25-44 (Median 34) | Circa 30% AB Men & Women
Of Women 18-44 (Median 37) | Circa 70% ABC1 Men & Women



Mammoth®

Introducing M-Tex

A mattress collection with health credentials
your customers can trust



- ✓ Memory foam
- ✓ High Density foam
- ✓ Pocket springs

M-Tex™ is a combination of carefully selected comfort materials and health technologies dedicated to improve health and wellbeing. Together, they support your body weight, relieve pressure and keep your skin cool and comfortable.

Developed in healthcare to reduce pain and accelerate recovery for patients, we have evolved this material and utilised it in products that everyone can benefit from.



69%
Faster
Cooling



46%
Greater Pressure
Relief

* Tested under the guidance of Prof. Jason Ellis at Northumbria University's Centre for Sleep Research (2012)

www.mammothcomfort.com/sleep-research

** Independently tested by SATRA, Global leaders in scientific research and testing of consumer products under laboratory conditions. Tested against 50KG memory foam.

*** Independently tested by industry experts against leading healthcare beds.



Why M-Tex™?

A mattress collection with health credentials your customers can trust

Leaders in innovation, testing and product design

Designed and developed in partnership with the UK's leading experts and institutions.

NHS Award Winners

Mammoth is highly commended for work in pressure relief and postural support.

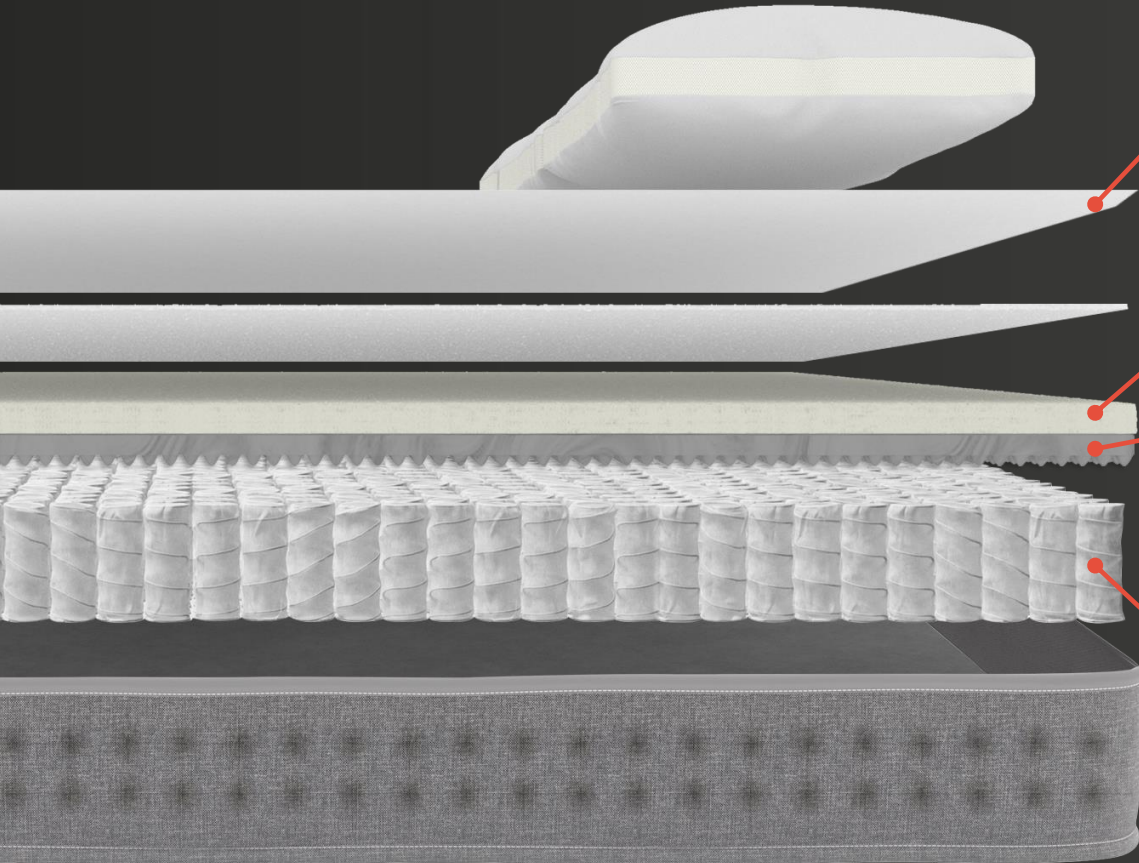


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- ✓ High Density foam
- ✓ Pocket springs



Mammoth®

Everything sleepers want from a mattress . . . and more



The Cover

Soft CoolPlus® heat and moisture wicking fabric ensures that the bed always feels fresh and clean.

Comfort Layer 1

The nation's favourite, stress-busting and cooling memory foam helps to distribute weight evenly.

Comfort Layer 2

High-density health foam featuring PosturePods™ soothes away the aches and pains of the day. Not only does it draw residual heat from the body to keep sleepers cool and comfortable, it's also designed to ensure optimum circulation through the muscles and soft tissues to promote recovery.

The Foundation

Individual bouncy pocket springs support any body shape through the night.