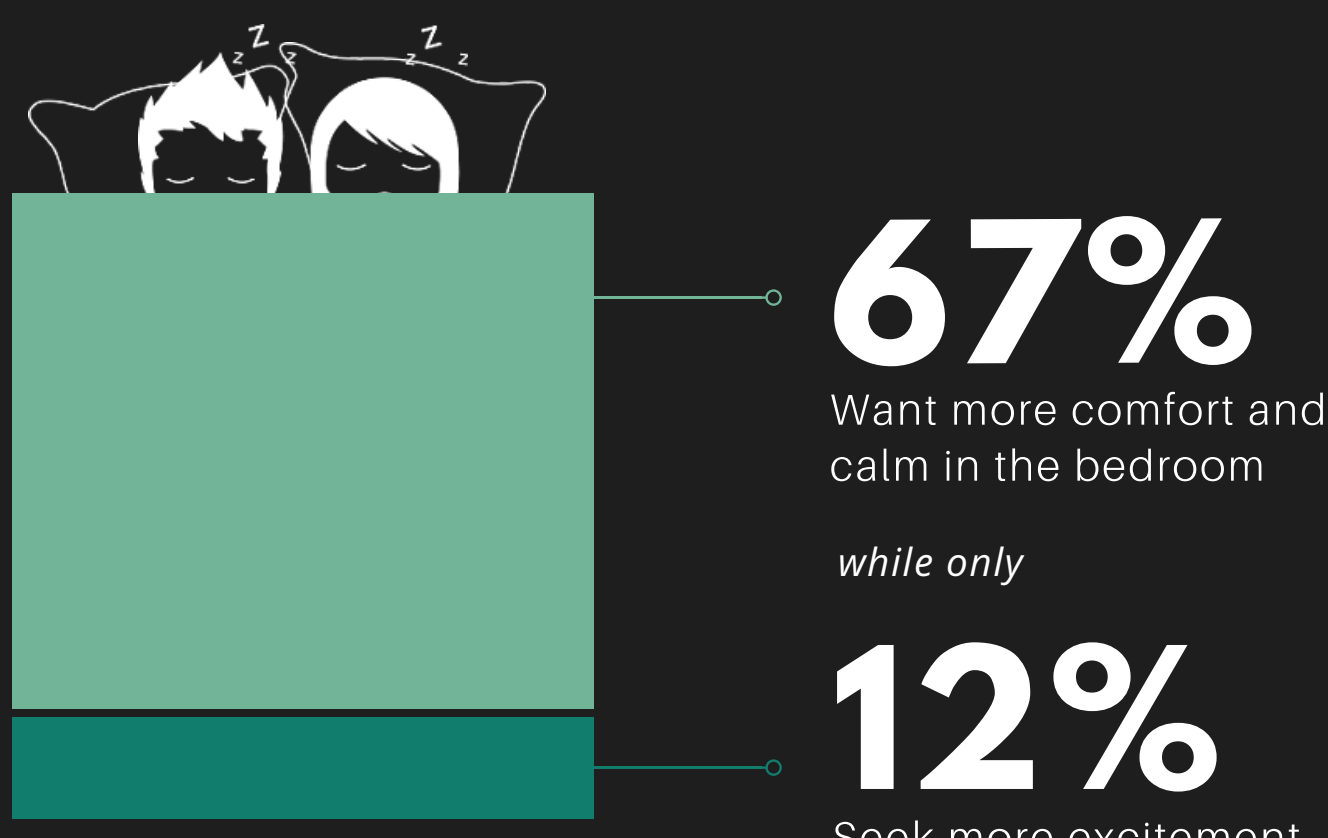


# MOVE OVER EXCITEMENT

A new survey reveals calmness is what's missing from America's bedrooms.

Sample: 1,021 Nationally Representative Americans Ages 18+



## 44%

view their bedroom as an emotional place to relax and rest, beyond sleep

yet only

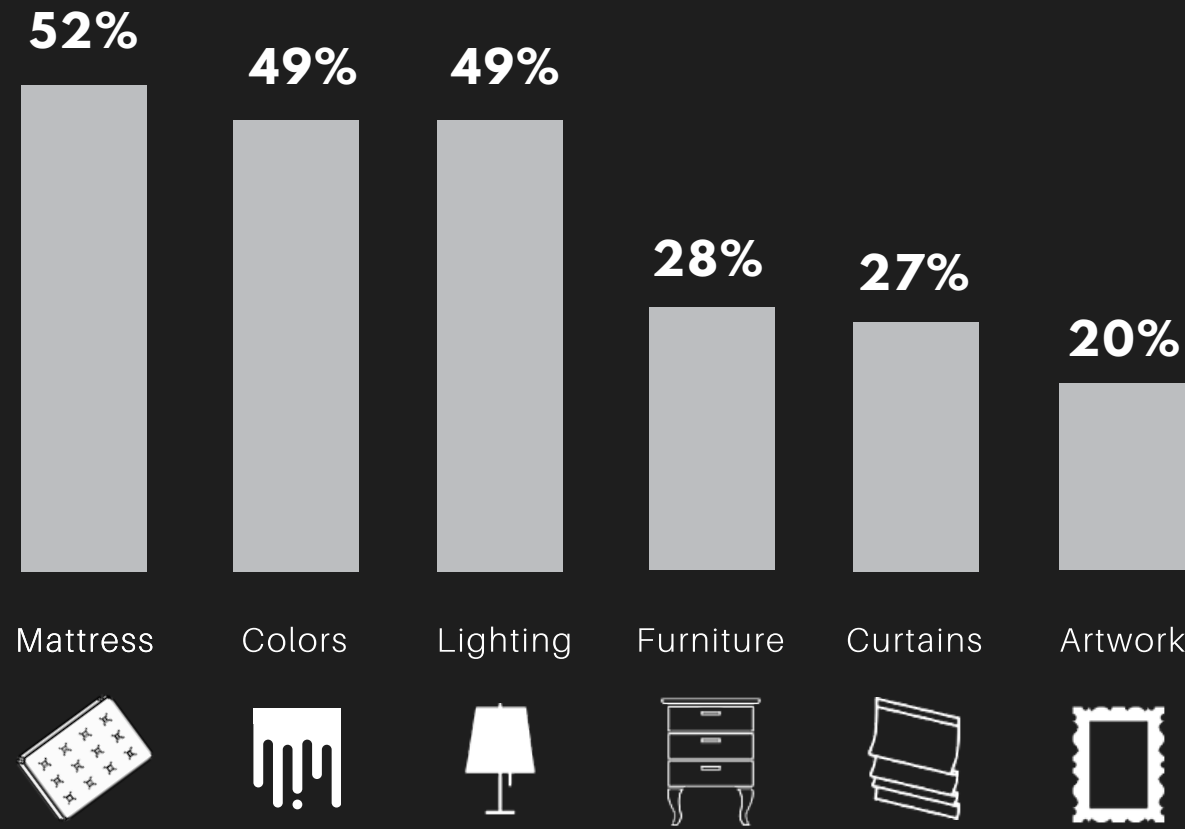


## 27%

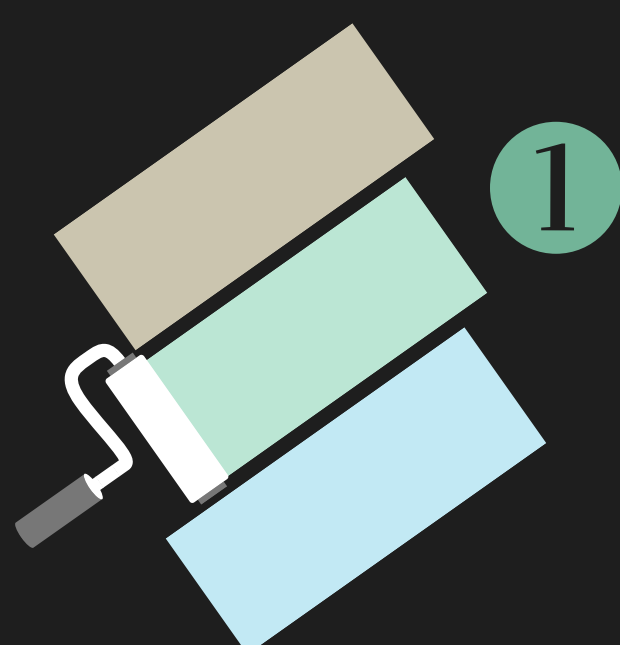
strongly agree that they have found the Zen they are looking for in their bedroom

## SERENITY IS KING

Almost 60% of Americans are making changes to their bedroom and believe more serenity can be created with:



## 4 EASY STEPS TO IMPROVE YOUR NIGHTTIME ZEN:



### 1

Natural, earthy colors in soft or cool tones like white, gray, beige, or light blue can induce relaxation and calm.

### 2

The fundamentals of furniture include simple, clear lines and no excess ornamentation.



### 3

Upgrade lighting to include wall-mounted reading lights and floor lamps. Say "no" to strong direct ceiling light.

### 4

Add a soothing sound system. The sound of steady waves truly provides a sensation of relaxation.

