



 **AIR SYSTEM**<sup>®</sup>  
**ATELLO**

**5.0**

# Air System Attivo

In January 2014, Dormiflex launched a bed system in the healthcare and professional sports sector named **AIR SYSTEM ATTIVO**. This innovative product was acknowledged and certified by the Ministry of Health as a **"C.E.-Certified Class I Medical and Health device"**.

## How the initial project came about

When working with their patients, **physicians specialised** in body posture such as physiatrists, physiotherapists, orthopaedists, etc., found that treatments took longer where patients assumed an incorrect posture during sleep. As a result, they asked for an ergonomic mattress to be created that would guarantee freedom of movement and a correct posture for the spine. This led to the research project behind **AIR SYSTEM ATTIVO**.

The name **"AIR SYSTEM ATTIVO"** is a combination of:

- **"Air System"**, which indicates the **internationally certified and patented** Air System, the only one able to assure maximum hygiene and protection against the proliferation of bed mites.
- It is **"Active"** because it guarantees a correct posture and helps the spine to extend during rest, thereby activating a beneficial rehydration of the intervertebral discs and keeping the entire spine healthy.

Scientific research proves that during the day, when we are standing or sitting down, the intervertebral discs absorb shocks and pressure between one vertebra and another, acting like true shock absorbers. This pressure leads to a loss of liquid in the discs, leading to a shortening of the spine. It is therefore **important for the spine to be extended and properly supported** while we sleep to allow the liquids to return in the intervertebral discs. This natural rehydration process is only possible with the correct support.

**AIR SYSTEM ATTIVO is tested with regard to foot convergence.** At our research laboratories, on a sample of 100 people of different heights and weights, over 80% of those tested found AIR SYSTEM ATTIVO to provide the right support, an even adaptation to their body shape and weight, and perfect posture, thus assuring a comfortable and healthy rest environment.

## The only one tested with regard to foot convergence.

Foot convergence is one of the postural tests. The person is made to lie down on the mattress on their back with their arms extended at their sides. At this point, the lower limbs are made to rotate inwards, applying an even pressure on both legs. When the spine of the person is correctly aligned, the feet adopt a symmetrical position, which is evident when the toes meet.

Our research shows that while **80% of those tested passed the foot convergence test on AIR SYSTEM ATTIVO**, when tested on other types of mattress, the same individuals did not pass the test and the toes assumed an asymmetrical position.

The logo for AIR SYSTEM ATTIVO features a stylized red and white circular icon on the left, followed by the words "AIR SYSTEM" in a bold, red, sans-serif font, and "ATTIVO" in a red, outlined, sans-serif font below it.



## Technical Air System Attivo bed system

In order to conduct a pleasant life, humans have to meet certain needs, as classified by Abraham Maslow, in the order of importance illustrated in a pyramid chart, in which the physiological needs on the base line are the most important. Among the **physiological needs, one of the most important is sleep**, as we spend a third of our life sleeping and sleep quality affects the rest of our time; **healthy rest is essential**, so that we can recharge our batteries and regain our natural physical balance. A good night's rest depends on just a few simple rules:

- **Guaranteeing the right support to the spinal column** (bed base)
- **Finding the correct level of flexibility** (mattress and pillow)
- **Finding the right microclimate** (cover)

It is thus necessary to have a complete bed system by correctly combining the bed base, mattress and pillow.

- **The bed base** forms the foundation for rest, like the skeleton for the human body: It must be rigid to provide support and at the same time flexible in the right places to ensure correct orthopaedic support;
- Just like the muscles, **the mattress and pillow** have to ensure that the body can move flexibly and ergonomically, in addition to correct alignment.
- **The cover**, like the skin, must regulate the microclimate of the bed system ensuring hygiene, thermoregulation, moisture expulsion and odour control.

## Air System Attivo prevents many sleep disorders

Sleep is an element with the power to rejuvenate and regenerate the body and mind. During rest, in fact, the pituitary gland releases huge quantities of growth hormones, the muscles relax and the body temperature drops. **Sleeping with an ergonomically correct support is thus essential** to prevent any side effects in people who suffer from insomnia, such as: poor concentration at work, irritability, nervousness, depression and anxiety, a compromised immune system and hormonal imbalance.

### The benefits that only Air System Attivo guarantee are:

- It respects the individual morphology and physiological curves of the spine,
- It reduces pressure on the body surface.
- It relaxes the nerves and muscles of the spine
- It keeps the spinal column properly aligned.
- It improves posture, with a reduction of pain.
- It provides suitable temperature conditions allowing adequate perspiration (thermo-regulating cover + Air System patent).
- It reduces harmful allergens and reduces the presence of mould and dust mites, thanks to the use of antimicrobial materials.
- It prevents the development of bed sores
- It strengthens the immune system.
- It improves respiration in the upper airways.



## C.E.- Certified Class I Medical device

The technical **Air System Attivo** bed system is a **C.E.- Certified Class I Medical device**. This classification allows people to benefit, in the E.C. countries where it is foreseen, from the **19% tax deduction** for health expenses (art. 15 of Presidential Decree 917/86). In addition, those in possession of a certificate of invalidity (art. 4 of Law 104/92) are entitled to **4% Reduced VAT**.

Bed systems with anti-decubitus properties can be classified as Class I Medical Devices in compliance with the standards required by European Directive 93/42/EC. To ensure correct management of Medical Devices, a Ministerial Decree was issued on 20 February 2007 that regulates how medical devices are registered in an Index, with a number assigned to them that is necessary to trace and control such devices on the market.

## Anti-decubitus support

Air System Attivo is a technical, anti-decubitus bed system, in other words a certified device that can reduce or relieve any contact pressure from the body onto the surface on which it is lying.

An anti-decubitus support is recommended especially to prevent the onset of problems relating to long people who are forced to spend long periods in bed (bed sores, or decubitus ulcers, or to reduce pressure on the shoulders in men and on the hips in women). **Air System Attivo** eliminates such problems, guaranteeing:

- **the reduction of body pressure** on the support surface;
- **the reduction of friction and stretching forces** (also known as shear force, in other words the force that acts on an area of skin in a direction parallel to the body's surface, noting that the greater damage is produced to the deeper tissues);
- **the dispersion of heat and humidity;**
- **that a correct posture is maintained.**

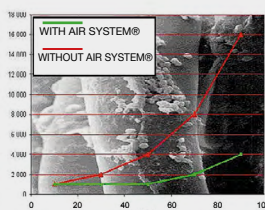
## With the unique original Air System patent

The Air System Attivo mattress comes with the unique original **Air System patent (N° 1.392.455)**. This the **internationally certified and patented** system is able to assure maximum hygiene and protection against the proliferation of bed mites in the mattress. The Air System technology consists of a special **filtering cloth in cellulose, with eyelets**, that is attached all around the sides of the mattress. Through the natural movements made by the body during rest, these side holes allow vapour and humidity to be released, making your sleep healthier.

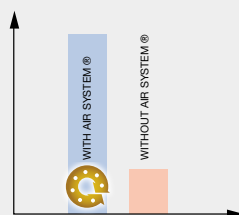
### The benefits offered by the innovative Air System are:

- a continuous exchange of air even in the inner-most zones of the mattress
- the absence of unpleasant odours inside the padding
- the absence of stagnant humid air inside
- maximum comfort for beneficial and healthy rest
- less chance of contracting allergenic diseases from bed mites.

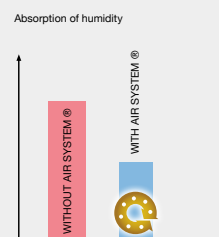
**Proliferation of bed mites inside the mattress**



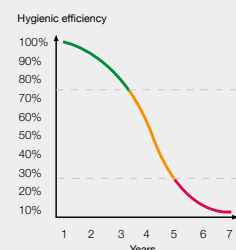
**Air exchange inside the mattress**



**Breathability test**



**Average mattress life**



# The international patent Air System, the Mattress that Breathes

The Air System patent has been scientifically tested: **the tests of breathability and humidity absorption** have confirmed and provided the benefits offered by this breathability technology.

The Air System breathable technology, applied to the entire Air System Attivo bed system, is effective and efficient because it makes the product:

- **Breathable:** it facilitates the exchange of air
- **Hygienic:** it prevents the proliferation of bed mites
- **Resistant:** it ensures greater durability, an advantage also from an environmental viewpoint
- **Ecological:** non-toxic first materials of the highest quality
- **Innovative:** exclusive, inimitable patent that has been put to the test
- **Comfortable:** well-being, quality and satisfaction

## Made in Italy

The Dormiflex bed system bears the certification "**Made in Italy, system IT01 100% Original Italian Quality**", issued by the Institution for the Protection of Italian Manufacturers. The authenticity of products depends on several aspects:

### - They must be manufactured entirely in Italy

Designing, creating and manufacturing a product within the Italian boundaries means maintaining and reaping the benefits of ancient skills and craftsmanship, a pillar of our cultural identity.

### - Top quality raw materials and process optimisation

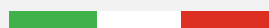
Dormiflex uses only Italian semi-finished goods and selected materials. Strict controls are carried out during each production phase, from the expertise of the materials used and how to use and combine them, from the production cycle to the finished product.

### - Antique Italian art of manufacturing

Italian craftsmanship is appreciated throughout the world for its good taste, attention to detail, sophistication and innovation. Dormiflex considers each of its products a unique item, which is designed and created to suit each customer.

### - Exclusive models and an original design

Dormiflex has a range of elaborately designed and exclusive models, with natural, simple features. According to our philosophy, any bed system must meet the physiological needs of the user and follow the natural logics of good sleep.



**All Air System Attivo products  
are strictly**

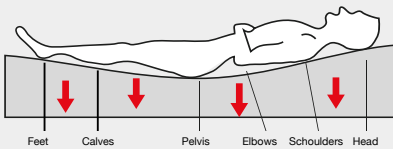


# Scale of human needs

Among the physiological needs, one of the most important is sleep, as we spend a third of our life sleeping and sleep quality affects the rest of our time; healthy rest is essential, so that we can recharge our batteries and regain our natural physical balance.

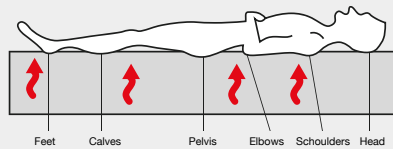


# The importance of the right support



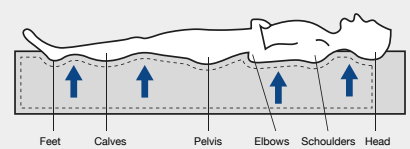
### EXCESSIVELY SOFT SUPPORT

In the past, it was usual to sleep on very soft supports, such as a hammock.



### EXCESSIVELY HARD SUPPORT

Then the orthopaedic mattress was created, extremely hard but...

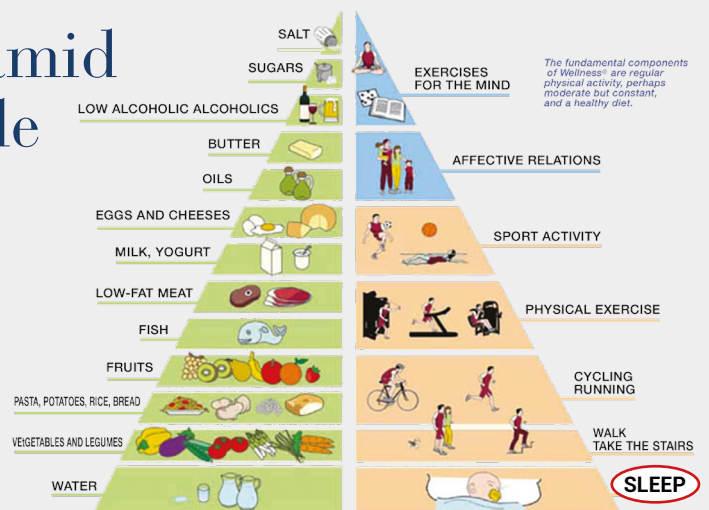


### ERGONOMIC SUPPORT

Today with more advanced mattresses, combined with the right base and covering.

# The Technogym® Pyramid of the Wellness Lifestyle

The guidelines for choosing the right foods and improving one's lifestyle are illustrated in the Technogym® Pyramid of the Wellness Lifestyle®. The new Pyramid concept devised and proposed by the Technogym Medical and Scientific Research Area not only summarises the most authoritative existing food pyramids, but contains an original representation of the right weight to attach to the most important daily activities necessary to be healthy, at the base of which is sleep.



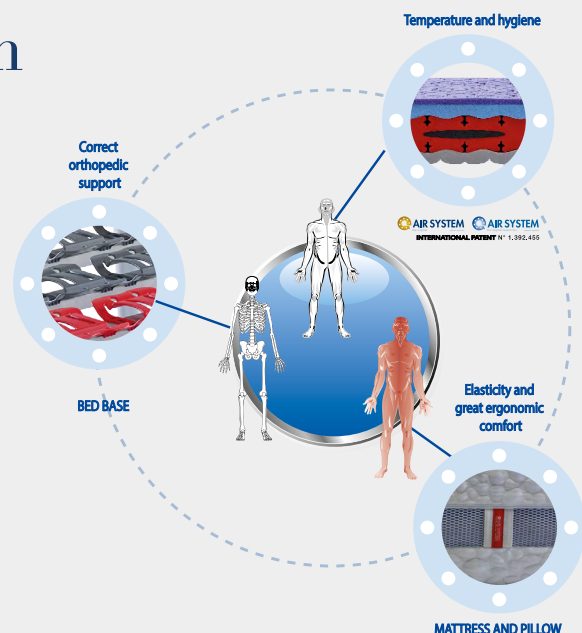
# The technical bed system

A good night's rest depends on just a few simple rules:

- guaranteeing the right support to the spine
- finding the correct level of flexibility
- creating the right microclimate.

It is thus necessary to have a complete bed system by correctly combining the bed base, mattress and pillow, where:

- The bed base forms the foundation for rest, like the skeleton for the human body: It must be rigid to provide support and at the same time flexible in the right places to ensure correct orthopaedic support;
- like the muscles, the mattress and pillow have to ensure that the body and head can move flexibly and ergonomically;
- the cover, like the skin, must regulate the microclimate of the bed system ensuring hygiene, thermoregulation, moisture expulsion and odour control.





## ☀ During the day

When we are standing or sitting down, the intervertebral discs absorb shocks and pressure between one vertebra and another, acting like true shock absorbers.

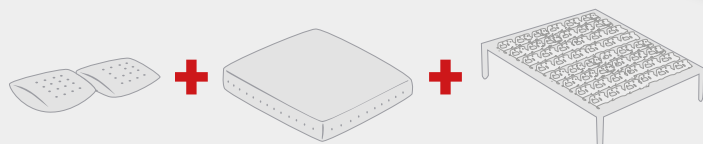
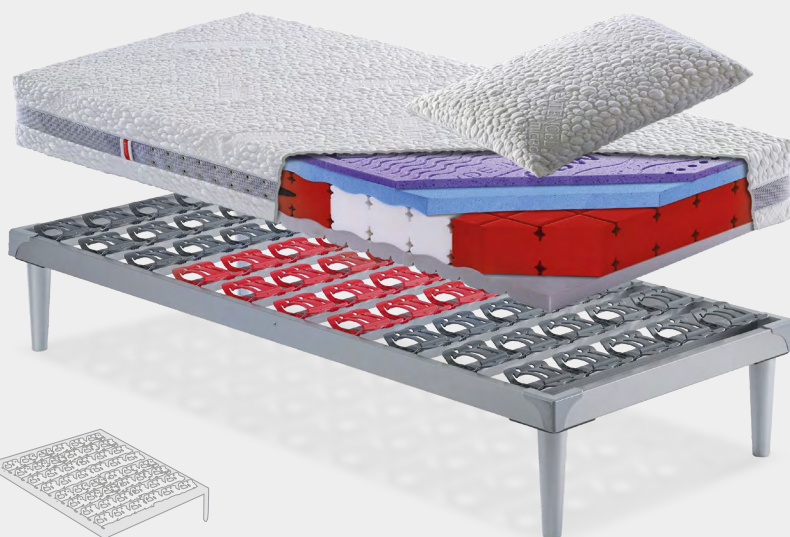
## ☾ During the night

When we are in bed at night and assume a correct resting position, the reduction of pressure in the spine allows the liquids to return in the intervertebral discs. It is a question of activating and accelerating the natural hydration process of the intervertebral discs.

## Helps to keep your spine healthy

The technical bed system **Air System Attivo** moulds itself perfectly to the physiological curves of the spine to ensure that the body assumes a correct posture.

The main objective of **Air System Attivo** is that of allowing the spine to extend during rest, thereby activating a beneficial rehydration of the intervertebral discs, which keeps the entire spine healthy.





## The benefits of the technical covering Air System Tencel® Micro

The Air System Attivo mattress is covered in Micro Tencel® Air System, a completely natural material because it is made from raw eucalyptus wood from sustainable and renewable forest crops, made without the use of chemical substances and additives. Tencel® is as soft as silk, as resistant as polyester, as fresh as linen and as warm as wool because it is thermo-regulating and much more absorbent than cotton. The weave has a micro-massaging effect to give a feeling of absolute well-being. comfortably between the Handles to make moving the mattress easier (in the versions Respiro Blu and Rigenera). The international patent Air System allows maximum air recirculation. When pressure is exerted on the mattress, the warm air inside is expelled; when the pressure is reduced, fresh air from the outside is sucked in. With small body movements during the night, this allows the air inside the mattress to circulate, which means there are no longer perfect conditions for the proliferation of bed mites and mould and the support thus obtains a maximum level of hygiene.



### RB Respiro Blu

is found in the models:  
**SUPER ATTIVO 5.0 e ATTIVO PRO 5.0**

**Patented AIR SYSTEM® RB Respiro Blu**

Breathable side strip made up of a special vertical 3D layer coupled with a special cellulose filtering cloth and eyelets that ensure maximum hygiene and deep breathability in the lumbar region. Allows maximum air recirculation.



### Rigenera AS

is found in the models:  
**ATTIVO RIGENERA 5.0**

**Patented AIR SYSTEM® Rigenera**

Breathable side strip made up of a special cellulose filtering cloth and eyelets that ensure maximum hygiene and deep breathability in the lumbar region. Allows maximum air recirculation.



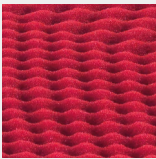
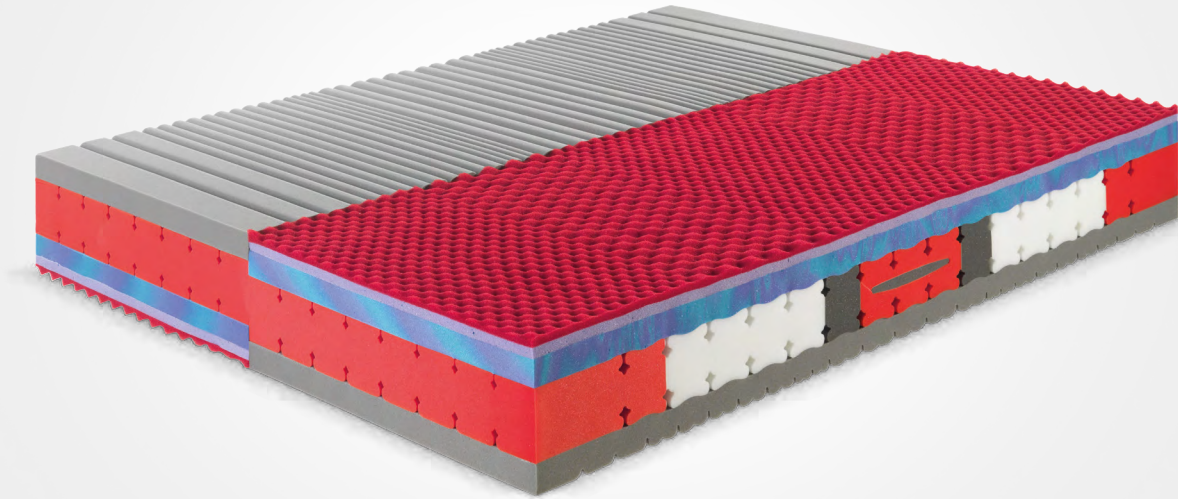
### Zip Quattro Lati

is found in the models:  
**ATTIVO PRIMO 5.0**

The weave has a micro-massaging effect to give a feeling of absolute well-being, with a cover that is easy to remove and separate by means of a zip on all four sides.

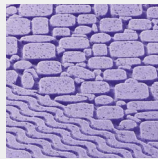


# Air System Super Attivo 5.0



## Dryfill Surface Layer

Contact surface in ultra-breathable, convoluted Dryfill material. Also used as a filter in aquariums.



## Gel Memory foam microcapsules

Memory foam with microparticles of gel that increases the sensation of freshness.



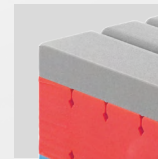
## Micro-massaging Memory foam

It improves circulation and helps the spine to assume a natural position. The particular shape gives a micro-massaging effect.



## 7 differentiated support zones

Consisting of independent cubes so that the mattress adapts perfectly to the various parts of the body.



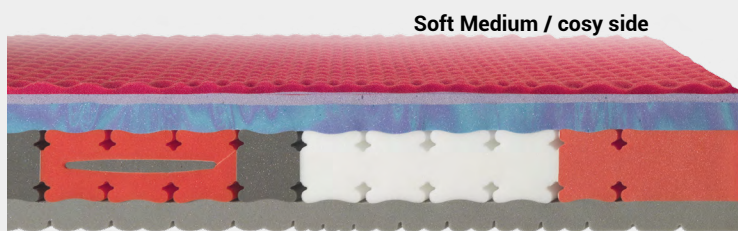
## Firm side

Anatomic side in foam with 7 differentiated zones.



## Weight-bearing insert

That supports the lumbar region, stretching the spine and activating a beneficial rehydration of the discs, keeping the entire spine healthy.



Soft Medium / cosy side

Firm Medium / weight-bearing side

Layer height: 27 cm



NO ELECTROSMOG

## Covered with the special ASAA (Air System Antistress Argent) with silver

Prevents the build-up of electrostatic charges.

Interferes with electromagnetic fields. Natural anti-bacterial.

**Definition of an anti-decubitus surface:** support or device that can reduce or relieve any contact pressure from the body on a surface, by different means.

## Characteristics of anti-decubitus surfaces

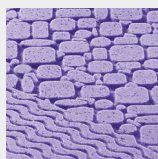
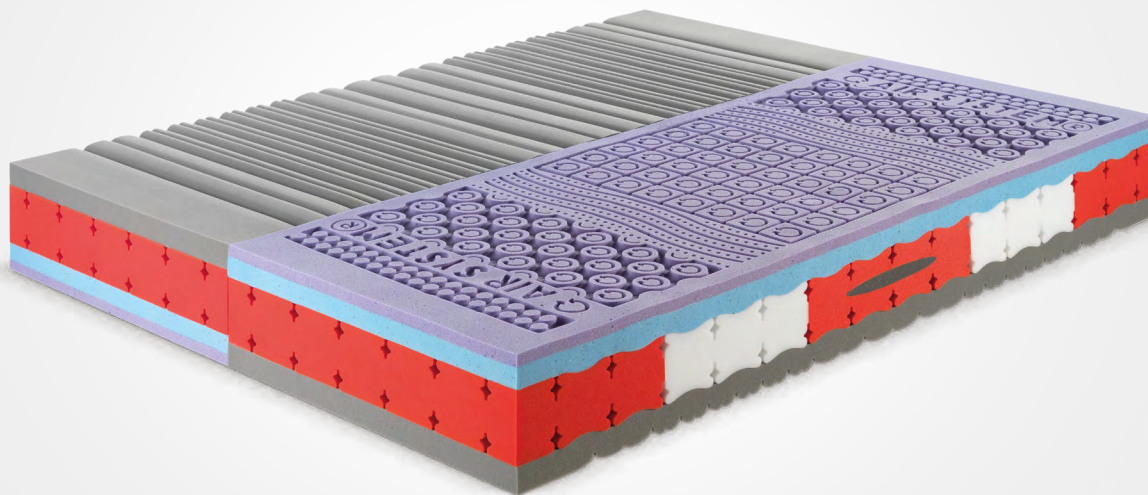
The support must guarantee:

- the reduction of body pressure on the support surface;
- the reduction of friction and stretching forces (also known as shear force, in other words the force that acts on an area of skin in a direction parallel to the body's surface, noting that the greater damage from friction is produced to the deeper tissues);
- the dispersion of heat and humidity;
- that a correct posture is maintained.

Strip with **Air System RB Respiro Blu** patent



# Air System Attivo Pro 5.0



**Memory Gel microcapsules**  
 Memory with micro-particles of gel that increases the sensation of freshness.



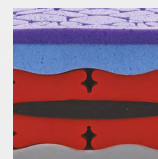
**Memory foam micro-massaging**  
 Improves circulation and helps the spine to assume a natural position. The particular shape give a micro-massaging effect.



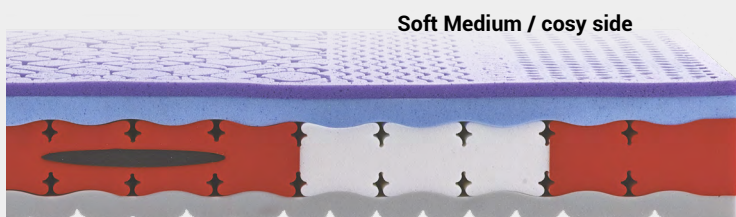
**Weight-bearing structure**  
 Consisting of independent cubes so that the mattress adapts perfectly to the various parts of the body.



**Firm side**  
 Anatomic side in foam with 7 differentiated zones.



**Weight-bearing insert**  
 That supports the lumbar region, stretching the spine and activating a beneficial rehydration of the discs, keeping the entire spine healthy.



Soft Medium / cosy side

Firm Medium / weight-bearing side

Layer height: 24 cm



NO ELECTROSMOG

**Covered with the special ASAA (Air System Antistress Argent) with silver**  
 Prevents the build-up of electrostatic charges.  
 Interferes with electromagnetic fields.  
 Natural anti-bacterial.

**Definition of an anti-decubitus surface:** support or device that can reduce or relieve any contact pressure from the body on a surface, by different means.

**Characteristics of anti-decubitus surfaces**

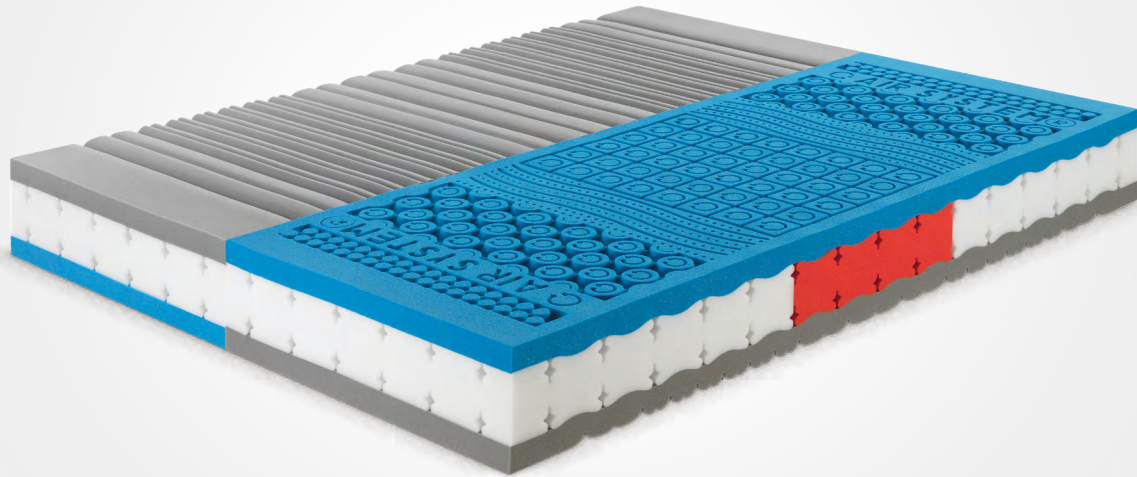
The support must guarantee:

- the reduction of body pressure on the support surface;
- the reduction of friction and stretching forces (also known as shear force, in other words the force that acts on an area of skin in a direction parallel to the body's surface, noting that the greater damage from friction is produced to the deeper tissues);
- the dispersion of heat and humidity;
- that a correct posture is maintained.

Strip with **Air System RB Respiro Blu** patent



# Air System Attivo Rigenera 5.0



**Memory foam**  
 Helps the spine  
 spine to  
 assume a  
 natural position.  
 cradling the body  
 for maximum  
 comfort.



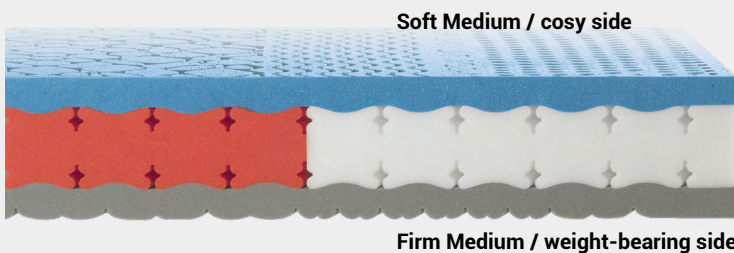
**Memory foam  
 micro-massaging**  
 improves circulation and  
 helps the spine to assume  
 a natural position. The  
 particular shape give a  
 micro-massaging effect.



**Weight-bearing  
 structure**  
 Consisting of  
 independent  
 cubes so that the mattress  
 adapts perfectly to  
 the various parts of  
 the body.



**Firm side**  
 Anatomic side in  
 foam with 7  
 differentiated  
 zones.



**Soft Medium / cosy side**

**Firm Medium / weight-bearing side**

Layer  
 height:  
 22 cm



NO ELECTROSMOG

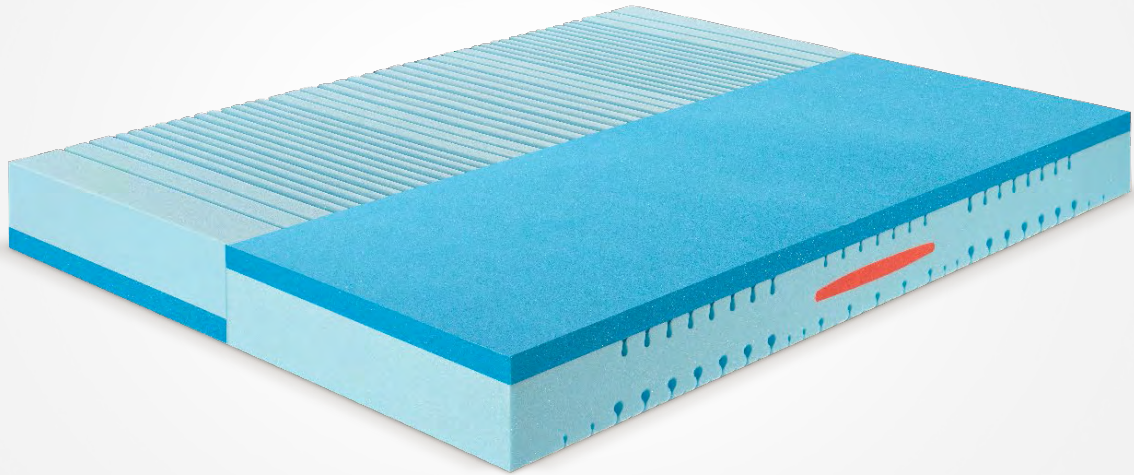
**Covered with the special ASAA (Air System Antistress Argent) with silver**  
 Prevents the build-up of electrostatic charges.  
 Interferes with electromagnetic fields.  
 Natural anti-bacterial.

Breathable side strip made up of a special cellulose filtering cloth and eyelets that ensure maximum hygiene and deep breathability in the lumbar region. Allows maximum air recirculation. When pressure is exerted on the mattress, the air inside is expelled; when the pressure is reduced, air from the outside is sucked in. With small body movements during the night, this allows the air inside the mattress to circulate, which means there are no longer perfect conditions for the proliferation of bed mites and mould and the support thus obtains a maximum level of hygiene.

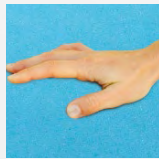


Strip with **Air System Rigenera AS** patent

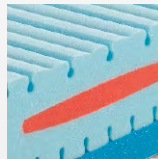
# Air System Attivo Primo 5.0



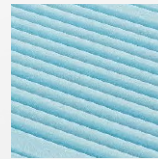
**Breathable Memory**  
 Breathable Memory foam that increases the sensation of freshness.



**Memory foam micro-massaging**  
 Improves circulation and helps the spine to assume a natural position. The particular shape give a micro-massaging effect.



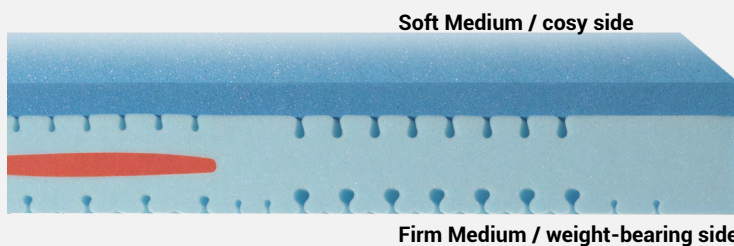
**Weight-bearing structure**  
 Independent cannulae construction to ensure perfect adaptability to different body parts.



**Firm side**  
 Anatomic side in foam with 7 differentiated zones.



**Weight-bearing insert**  
 That supports the lumbar region, stretching the spine and activating a beneficial rehydration of the discs, keeping the entire spine healthy.



**Definition of an anti-decubitus surface:** support or device that can reduce or relieve any contact pressure from the body on a surface, by different means.

**Characteristics of anti-decubitus surfaces**

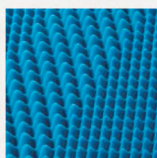
The support must guarantee:

- the reduction of body pressure on the support surface;
- the reduction of friction and stretching forces (also known as shear force, in other words the force that acts on an area of skin in a direction parallel to the body's surface, noting that the greater damage from friction is produced to the deeper tissues);
- the dispersion of heat and humidity;
- that a correct posture is maintained.



Strip Zip Quattro Lati

# Air System Micro Sensor Attivo and Sensor Attivo



### Memory Side

Micro-massaging convoluted foam divided into differentiated zones, improves circulation and change of air.



### Layer in water foam

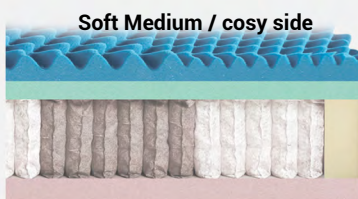
Layer of firm, breathable convoluted water form. Improves circulation and helps the spine to assume a natural position. The special shaping has a micro-massaging effect.



### Covered with the special ASAA (Air System Antistress Argent) with silver

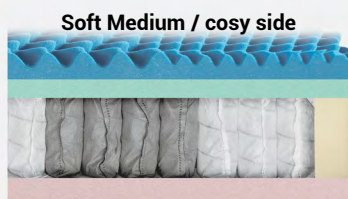
Prevents the build-up of electrostatic charges. Interferes with electromagnetic fields. Natural anti-bacterial.

### Spring system with independent micro-springs in 7 differentiated support zones



Firm Medium / weight-bearing side

### Spring system with independent springs in 7 differentiated support zones



Firm Medium / weight-bearing side

Layer height: 27 cm

**Differentiated external layers:** one layer in Memory foam, which moulds itself perfectly to the body structure thanks to the thermo-sensitive characteristics of the material; one layer in vegetable-based water foam, which guarantees optimal support and non-deformability over time due to its elasticity and resistance. Anatomic spring system composed of a high number of independently encased springs. Each spring is encased and enclosed in a "pocket" that guarantees independent movement between one spring and the other, to adapt to every millimetre of the body. The springs are differentiated by the thickness of the steel wire, forming 7 differentiated support zones to conform even better to the pressure of the different areas of the body. Each "pocket" is made of breathable fabric that is unalterable over time. The perimeter is made up of exclusive non-deformable and very firm perimetral sides. The box structure avoids direct contact with the springs and isolates the mattress from magnetic fields, making sleep healthier and more relaxing.

## Technical pillowslip in ASAA with zip

Protection against electro-magnetic fields for the head. Machine washable. Easy to use thanks to the zip.



**Covered with the special ASAA (Air System Antistress Argento) with silver**

Prevents the build-up of electrostatic charges.  
Interferes with electromagnetic fields.  
Natural anti-bacterial agent.

## Technical hooded mattress cover in ASAA

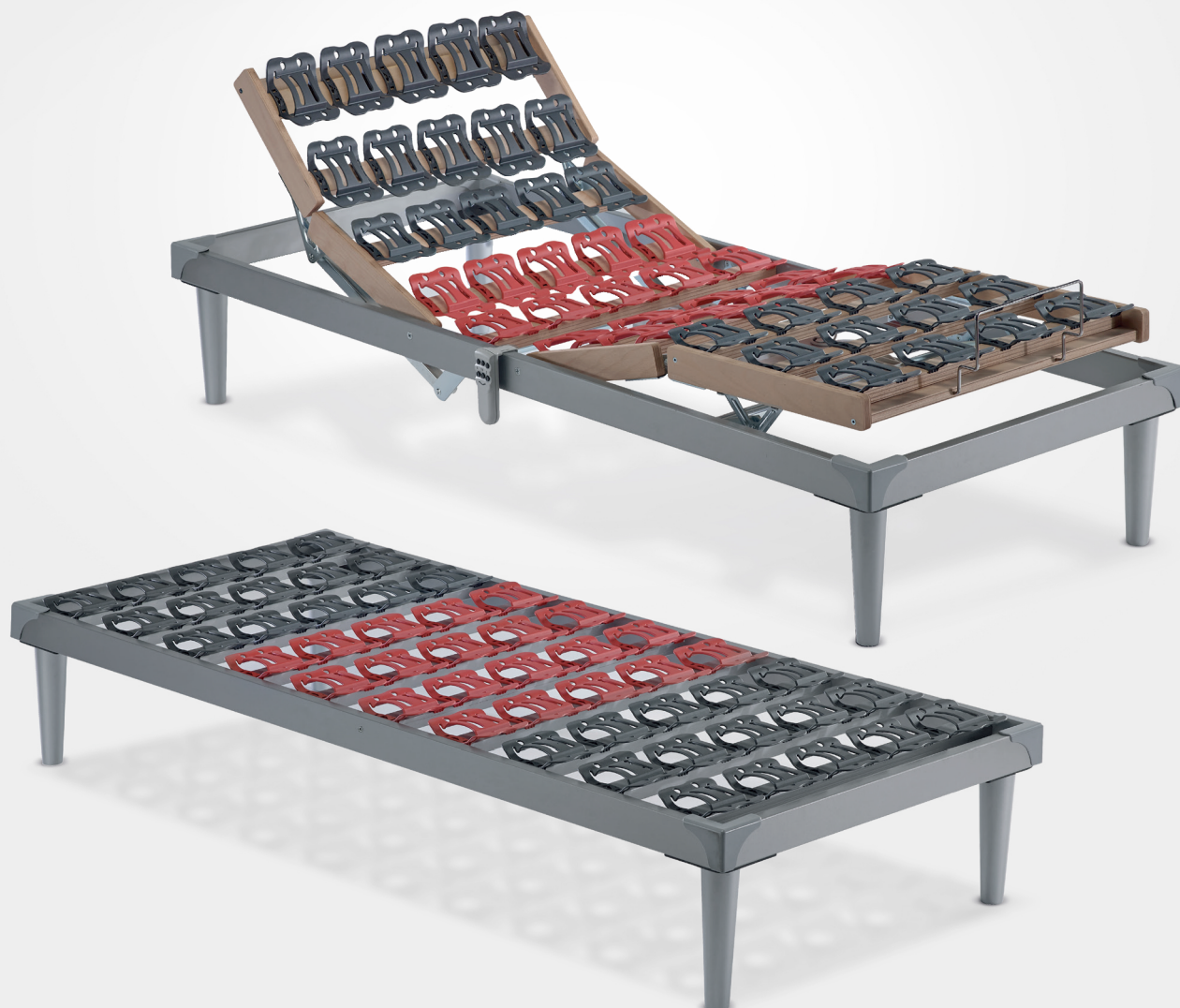
Ideal for spring mattresses to eliminate magnetic fields and create an aseptic environment. Hooded mattress cover with elastic around the edges for maximum adaptability to the mattress. Maximum hygienic protection. Machine washable.



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# Attiva Bed Base



### Ergonomic disc springs

The disc springs offer different levels of support. The black ones offer a greater yield and are positioned in the head and shoulder areas, and in the leg area.



### Ergonomic disc springs

The disc springs offer different levels of support. The red ones offer greater support and are positioned in the lumbar region in order to provide optimal support to the back.



### Bed frame and protective covers

The frame is made in multi-layer beech, covered in non-toxic, aluminium grey cellulose fibre, with a silky smooth touch. The corners are covered with plastic bumpers in a colour to match.



### Motorised version

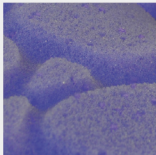
Bed base with two motors, remote controls with three movements.

# Technical Topper Memory Attivo ASAA



The Active Topper, also known as a corrector, is a thin mattress of 5 cm-thick convoluted memory foam. Using the elastic strips, it is fixed to the existing mattress to correct certain characteristics, especially to solve the problem of an excessively hard mattress below.

It is easy to transport and ideal for sleeping correctly also away from home.



**Memory foam**

Helps the spine to assume a natural position, with the right amount of yield to ensure maximum comfort.



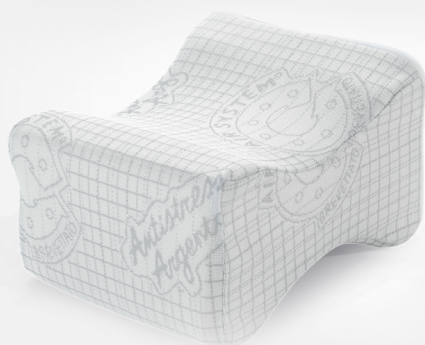
**Covered with the special ASAA (Air System Antistress Argent) with silver**  
 Prevents the build-up of electrostatic charges.  
 Interferes with electromagnetic fields.  
 Natural anti-bacterial.



**Elastic bands**

Convenient elastic bands that keep the topper firmly in place.

# Technical Pillow in postural Memory Foam with ASAA for knees



Recommended by chiropractors and physiotherapists



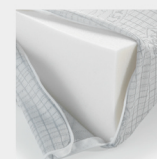
**Postural**

Designed to be placed comfortably between the knees, helping extension of the spine.



**Memory foam**

Compresses the knees and joints, keeping the side posture correct.



**Removable covers with ZIP**

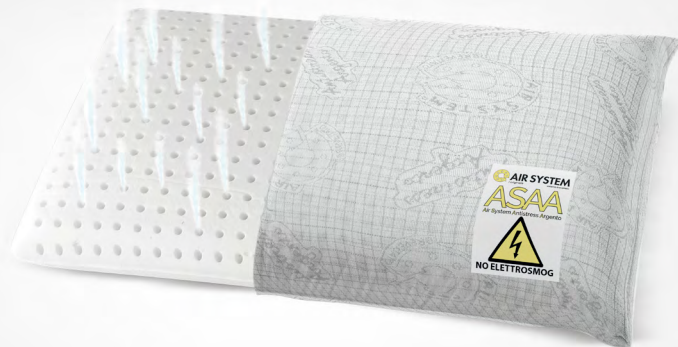
Easy to use with the convenient zip. Machine washable.



**Covered with the special ASAA fabric antistress silver.**



# Active Memory Foam Pillow, covered in ASAA



## Memory Foam Pillow AIR1, soap-shaped

The soap shape is the classic pillow shape, suitable for all positions, it moulds itself perfectly while providing the right support for the head.



## Memory Foam Pillow AIR2, Dual Wave

The double wave shape follows the cervical curve and adapts softly without creating tension. Suitable for those who sleep on their side or on their stomach, it is also known as 'cervical pillow' because it fills the hollow of the neck perfectly. An effective remedy against snoring.



## Memory Foam Pillow AIR3, Tray-shaped

The tray shaped pillow has three uses: it has a cervical side for those who suffer from cervical pathologies, a relax side for a traditional rest, and one side in the classic soap shape. The reduced height makes it excellent also for children.



**Covered with the special ASAA (Air System Antistress Argent) with silver**  
Prevents the build-up of electrostatic charges.  
Interferes with electromagnetic fields.  
Natural anti-bacterial.



**Pillowslip**  
**Soap-shaped - Dual Wave - Tray-Shaped**  
**TENCEL MICRO® AIR SYSTEM with zip**

TENCEL MICRO® is a totally natural, soft and resistant material, that that deals superbly with humidity thus reducing bacterial growth.

# Technical pillow

## Attivo AIR Memory ASAA



### Technical AIR Memory Foam Pillow ASAA, Soap-Shaped

The soap shape is the classic pillow shape, suitable for all positions, it moulds itself perfectly while providing the right support for the head.



### Technical AIR Memory Foam Pillow ASAA, Dual Wave

The double wave shape follows the cervical curve and adapts softly without creating tension. Suitable for those who sleep on their side or on their stomach, it is also known as 'cervical pillow' because it fills the hollow of the neck perfectly. An effective remedy against snoring.



The special **AIR memory ASAA** is washable in water for total hygiene; it meets the latest WHO (World Health Organisation) guidelines on the hygienic durability of sleep aids. The silver in **AIR memory ASAA** inhibits the proliferation and accumulation of bacteria and is an effective solution against odours. Easy to use thanks to the zip. Machine washable.



#### AIR Memory

Special Memory foam activated with Silver and washable in water.



#### Covered with the special ASAA (Air System Antistress Argent) with silver

Prevents the build-up of electrostatic charges. Interferes with electromagnetic fields. Natural anti-bacterial.



#### Pillow cover

#### Soap-shaped - Dual Wave

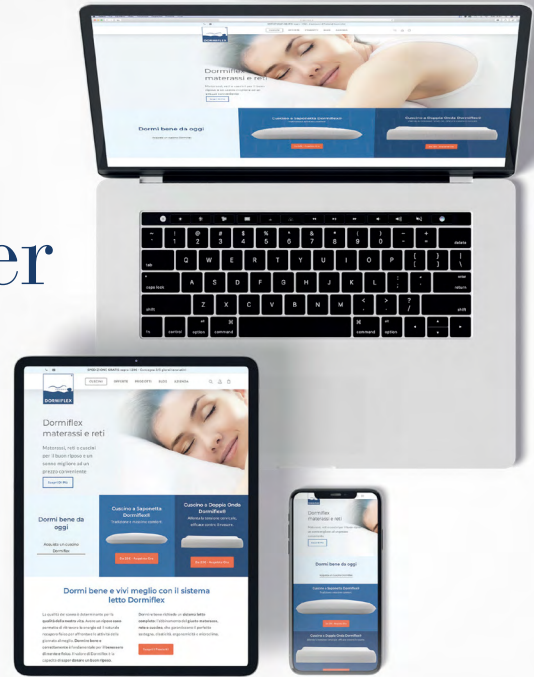
#### TENCEL MICRO® AIR SYSTEM with zip

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## The 5 steps towards a good night's sleep

### THE 5 AREAS OF THE METHOD DBXVM

**AREA 1. KNOWING SLEEP** the most powerful natural doping, what it is, the purpose of sleep, how it changes over time, how many hours you should sleep, what to do to improve it and what to avoid.

**AREA 2. KNOW YOURSELF** man, woman, child, adult or elderly person, age, weight, constitution, type of work and lifestyle related to your unique way of sleeping, because each of us is unique both during the day and at night.

**AREA 3. HABITS AND RECOMMENDATIONS** to follow before going to bed with the ritual of preparation for sleep, actions to take to ensure a good night's sleep, the ritual of waking up and good advice for the day.

**AREA 4. THE BED SYSTEM** you choose is essential for sleeping well, with the right mattress, bed base and pillow for each individual. How to use the bed system and look after it properly over time to guarantee hygiene and health.

**AREA 5. THE AMBIANCE** the orientation of the bed, the temperature, the noise and the degree of light in the bedroom. Hygiene and causes of allergies, management of electrostatic and electromagnetic currents.

## Sleep well to live better

**Loris Bonamassa, born in Padua in 1970.**

Entrepreneur and Sleep Coach, he graduated in Business Economics from Ca' Foscari University in Venice, and then obtained an MBA from Bologna University. He later obtained a diploma from MICAP (International Master in High Performance Coaching). As an entrepreneur he grew up in the family business, the Venetian mattress manufacturer Dormiflex, founded and run until 2002 by his father, Giorgio. He has travelled and lived abroad for many years, first in Carinthia, and now in Switzerland. Chairman of the Group Sleeping Systems, He has represented the bedding systems companies in Italy within Federlegno Arredo and also abroad in EBIA (European Bedding Industries' Association). For over twenty-five years, he has been actively involved with the topic of rest and has various collaborations in the world of health and sport at national level. As a Sleep Coach, he helps people, especially athletes, to sleep better at night so they feel fitter during the day, obtaining better performances and results in their sports disciplines. These experiences led him to write the book *Dormire bene per vivere meglio* (Mind, 2016), translated into English as *Sleep well to live better* (Mind, 2018). Finally, to narrate the entrepreneurial adventure of his father and mother, Giorgio and Maria, together with Adriano Moraglio, he wrote the novel *Il nostro sogno può continuare - Storia di chi ha saputo sempre ricominciare* (Mondadori, 2017). *Io sono l'uomo del sonno* (Rubbettino, 2019) is a motivational and inspirational novel describing his business achievements. In 2020, he completed his course at the ISMCI - International Sport Mental Coaching Institute - focusing on SMN (Sport Power Mind), which examined the interaction between mind and body in amateur sports. A Member of WSS - World Sleep Society, which brings together professionals in the world of sleep and all its implications, on how its quality affects our everyday achievements. Founder of the SLEEP&PERFORMANCE Academy, which certifies Bonamassa Sleep Trainers.





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