



BLU SLEEP



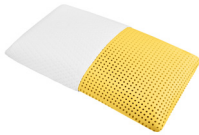


Some of our best memories were of our summer trips to the south of Italy. We were both drawn to the calm and soothing feeling of the water and sand. We wanted to share that experience with everyone that brings us back time and time again. The beautiful landscapes, culinary experiences, and the vivre of the culture truly inspired us to create what Blu Sleep is today. Everything from our patented technologies, essential oils, to even our signature color echo the personal homage we pay to those very memories. From our family to yours, we hope you enjoy our products as much as we do.

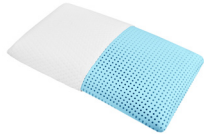
Alex Ciccolella and Elizabeth Dell'Accio

Essential Pillow Collection

Inspired by the tranquil effects of aromatherapy, The Essential Collection features pillows infused with essential oils for varying benefits in tandem with the addition of the signature Blu Sleep technology. Discover how to take your night's sleep to another level.



CALM



RESTORE



SOOTHE



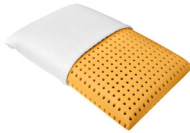
ELEVATE



REFRESH

Nature Pillow Collection

Our Nature Collection pillows represent our vision to go beyond just a good night's rest. Natural oils are used in each pillow as a key part of the foam's chemistry to reduce the impact on the environment and on your body. Inspired by nature and its beauty, these unique and innovative formulas took years to test and develop. Try one for yourself and see how our breathable and comfortable pillows can change the way you think about sleep.



VITALITY



BIO ALOE



ICE GEL



AQUA GEL

PILLOW WARRANTY

BLU SLEEP PRODUCTS warrants that your Blu Sleep pillow or any Cushions and Comfort Product will be replaced or repaired at our option, due to faulty workmanship or material defects during the applicable Limited Warranty period; specifically subject to the limitations contained herein. This Limited Warranty starts from the time of the product purchase.

It is understood that this limited warranty does not apply to instances of normal wear and tear or abuse aspects of which do not affect the qualities of the Blu Sleep product. It does cover any deterioration in the cell-structure of the material that causes the product to not return to its original shape. For any removable covers please see instruction below.

All limited warranties contained herein shall not apply if the product or cover have been physically damaged, burned, cut, torn, are abnormally soiled or unsanitary. This limited warranty is valid only with the original receipt. Blu Sleep Products will cover all associated costs to replace the defective product to the original retailer. Except where prohibited by applicable law, any additional transportation costs are the responsibility of the purchaser. If you have any questions or concerns, contact the Blu Sleep Products' authorized retailer where the product was purchased. This limited warranty gives you specific legal rights.

Length of Warranty: Your limited warranty protects you from the day you purchase your new product or cover. In the event that we repair or replace your product or its cover, the warranty will not be renewed or extended (except as may be required by applicable law), but will continue from the original date of purchase. This Limited Warranty may be in addition to other specific legal rights you may have. You may have greater rights existing under legislation in your jurisdiction. Where any term of this warranty is prohibited by such laws, it shall be null and void, but the remainder of this warranty shall remain in effect.

The removable pillow sham covers are warranted for three (3) years against faults in material or workmanship. All limited warranties contained herein shall not apply if the Blu Sleep Products' pillow or pillow sham cover has been physically abused, damaged, burned, cut or torn. Except where prohibited by applicable law, this limited warranty is valid only to the original purchaser of the product. Blu Sleep Products will cover all associated costs to replace the defective cover to the original retailer. Except where prohibited by applicable law, any additional transportation costs are the responsibility of the purchaser. Please see the list below for the exact length of the warranty applicable to your Blu Sleep product:

- **All Pillows — 5 years**
- **All Removable Pillow Sham Covers — 3 years**

An "original purchaser", for the purposes of this limited warranty, is an individual or entity who purchases the product directly from an authorized retailer/dealer of Blu Sleep Products with the intent to use the product for personal consumer use and not with the intent to resell the product. An individual or entity that purchases the product from whatever source with the intent to resell the product is an unauthorized reseller. This limited warranty does not apply to products sold by unauthorized resellers

PLEASE RETAIN THIS WARRANTY, ALONG WITH YOUR ORIGINAL PURCHASE RECEIPT FOR YOUR BLU SLEEP PRODUCTS WARRANTY TO REMAIN VALID. THIS WARRANTY IS VALID FOR CONSUMER, NOT COMMERCIAL, USE.

CARING FOR YOUR BLU SLEEP PILLOW/COVER

Cover:

- Machine wash cold water, delicate cycle
- Use mild detergent
- Air dry

Foam

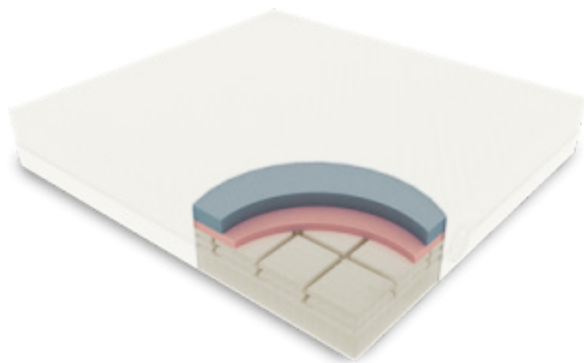
- **DO NOT IMMERSE FOAM IN WATER.** Spot clean only with humid cloth





ESSENTIAL MATTRESS COLLECTION

This collection combines the advanced water expanded technology with the infusion of essential oils for an experience that goes beyond a restful night's sleep. Each bed is designed to match an Essential pillow but will pair perfectly with any Blu Sleep Pillow.



NATURE MATTRESS COLLECTION

This collection of Mattresses combine the proprietary AIR POD Technology of our signature bed collection with our unique water expanded Italian specialty foam featured in our Nature Collection pillows. Each bed is designed to match a nature pillow but will pair perfectly with any BLU SLEEP Pillow.

MATTRESS WARRANTY

Blu Sleep Products warrants that your Blu Sleep Products mattress will be replaced or repaired, at our option, due to faulty workmanship or material defects during the 20 year period of this Limited Warranty specifically subject to the limitations contained herein. This Limited Warranty starts from the time of the product purchase. This warranty also does not apply if the mattress has not been properly supported as provided in these materials.

In addition, Blu Sleep Products warrants that it will cover all associated costs to replace the defective product to the original dealer excluding transportation costs. Except where prohibited by applicable law, any additional transportation costs are the responsibility of the purchaser.

If the identical mattress, or its various component materials, is not available at the time of repair or replacement, Blu Sleep Products reserves the right to substitute models or materials of comparable quality, including the substitution of like quality of any cover fabric or ticking.

Certain Blu Sleep Products mattress models are equipped with a removable/washable cover. These covers have a warranty of three (3) years against faults in material or workmanship and are otherwise specifically excluded from the scope of this 20 year Limited Warranty. In the event that such cover is replaced due to warranty coverage, Blu Sleep Products reserves the right to substitute a cover of comparable quality, one that is not identical to that initially provided with the product.

Use and care of removable washable cover: Dry Clean Only. A Blu Sleep mattress protector is recommended to further protect your investment.

Length of Warranty: Your Limited Warranty protects you from the day you purchase your new mattress. In the event that we repair or replace your mattress or its cover, the Limited Warranty will not be renewed or extended (except as may be required by applicable law), but will continue from the original date of purchase. This limited warranty may be in addition to other specific legal rights you may have. You may have greater rights existing under legislation in your jurisdiction. Where any term of this limited warranty is prohibited by such laws, it shall be null and void, but the remainder of this limited warranty shall remain in effect.

Length of Warranty: Your limited warranty protects you from the day you purchase your new product or cover. In the event that we repair or replace your product or its cover, the warranty will not be renewed or extended (except as may be required by applicable law), but will continue from the original date of purchase. This Limited Warranty may be in addition to other specific legal rights you may have. You may have greater rights existing under legislation in your jurisdiction. Where any term of this warranty is prohibited by such laws, it shall be null and void, but the remainder of this warranty shall remain in effect.

During years 11 through 20 of this limited warranty Blu Sleep Products will, at its option, repair the mattress at a handling cost to purchaser, or replace the mattress at a prorated charge to purchaser plus transportation costs. If Blu Sleep Products replaces the mattress, the prorated replacement charge purchaser pays will depend on when the mattress is replaced. If the mattress is replaced during the eleventh year of this limited warranty, the prorated replacement charge purchaser pays will be fifty (50) percent of the original purchase price. If the mattress is replaced after the eleventh year but before the twenty-first year, the prorated replacement charge purchaser pays will increase by five (5) percent for each subsequent year of the prorated period (i.e., 55% of the original purchase price if replaced during year twelve; 60% of the original purchase price if replaced during year thirteen, etc.) If the mattress is replaced in year 20 or any point thereafter prior to expiration of the limited warranty, the prorated replacement charge purchaser pays will be the same as if the mattress was replaced in year 20. If you pay the replacement charge required in connection with a claim made during the prorated coverage period, the existing warranty will continue to cover the replacement mattress for the balance of the 20 year limited warranty period and no further prorated costs for any additional approved warranty claims made against the replacement mattress will be required.

Additional Limitations on Warranty Coverage

In the event a warranty claim is filed and a warranty replacement is deemed necessary, purchaser will be required to surrender the original product to Blu Sleep Products at the time of replacement.

BLU SLEEP PRODUCTS SHALL NOT BE LIABLE FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES RESULTING FROM THE USE OF THIS PRODUCT OR ARISING OUT OF ANY BREACH OF THIS WARRANTY; THE EXCLUSIVE REMEDY FOR BREACH OF THIS WARRANTY SHALL BE REPLACEMENT OR CREDIT TOWARDS REPLACEMENT AS SET FORTH HEREIN. THERE ARE NO EXPRESS OR IMPLIED WARRANTIES, INCLUDING IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE, OTHER THAN THE WARRANTY DESCRIBED ON THE FACE OF THIS LIMITED WARRANTY.

PLEASE RETAIN THIS WARRANTY, ALONG WITH YOUR ORIGINAL PURCHASE RECEIPT, FOR YOUR BLU SLEEP PRODUCTS® WARRANTY TO REMAIN VALID. If you have any questions or concerns, contact the Authorized Blu Sleep Products® Retailer where you purchased your Blu Sleep Products product for instructions as to proceeding. THIS LIMITED WARRANTY IS VALID ONLY IN INSTANCES OF CONSUMER USE AND DOES NOT APPLY TO USE OF PRODUCT IN ANY COMMERCIAL SETTING.

Demos and Floor Models

Demonstration samples ("demos") and floor model(s) will enjoy a 20 year limited warranty determined not by the original purchase receipt date but by the "date of manufacture" on the law tag. However, except for verifiable warranty defects and except as may be required by applicable law, demos and floor models are sold "as is" and "with all faults" and covers on demos and floor models (whether removable or not) are not warranted or guaranteed.

During the twenty (20) years of this limited warranty, demo or floor model products purchased at a discount will be repaired by Blu Sleep Products at no charge to the purchaser or will be replaced for a charge equal to the cost of the replacement mattress less the amount paid by the original purchase for the demo or floor model. All transportation costs will be the responsibility of the purchaser. If the "demo or floor model" product has been discontinued then the charge will be the cost of the reasonable equivalent of the discontinued item (or any upgraded item), less the amount paid by the original purchaser for the demo or floor model product.

Mattress cover (if removable)

If removable, the cover (except for demo or floor model covers) for the mattress is warranted for three (3) years from the date of purchase against faults in material or workmanship. If Blu Sleep Products replaces the cover for the mattress, Blu Sleep Products will replace it with the current style of cover available for the mattress, which may be a different color or material than the original cover.

Important Notes: Except where prohibited by applicable law, in order for your warranty to be valid you must:

- Be the original purchaser, and have purchased through an authorized Blu Sleep Products dealer.
- Provide a copy of the original store receipt. (Please note that credit card receipts are not considered a valid proof of purchase).
- Have a copy of your original warranty.

This Limited Warranty is valid only in connection with the original purchase of new products and extends from the original purchase date of the original product purchased. An "original purchaser", the the purposes of this limited warranty, is an individual or entity who purchases the product directly from an authorized retailer of Blu Sleep Products with the intent to use the product for personal consumer use and not with the intent to resell the product. An individual or entity that purchases the product is an unauthorized reseller ("unauthorized reseller").

In the event that a warranty issue arises, please contact the original dealer of purchase to facilitate a claim.

PLEASE RETAIN THIS WARRANTY, ALONG WITH YOUR ORIGINAL PURCHASE RECEIPT FOR YOUR BLU SLEEP PRODUCTS WARRANTY TO REMAIN VALID.

THIS WARRANTY IS VALID ONLY IN INSTANCES OF CONSUMER USE AND DOES NOT APPLY TO USE OF PRODUCT IN A COMMERCIAL SETTING.

The Blu Sleep Products Warranty covers only the following items during normal wear:

- Body impression that measures 0.75" or greater, this only applies if the mattress has been continuously supported by a matching foundation and is used with an appropriate frame and centre support
- Piling under the inner lining
- Shifting
- Delaminating
- Foam Collapsed/No more density
- Stitching on the cover

The Blu Sleep products warranty does not cover items such as:

- Body impressions that measure less than 0.75"
- Fabric stains, soiling, burns, cuts, or tears that are not evident at the time of delivery
- Transportation and inspection costs issued by the authorized dealer
- Mould or mildew
- Damage to the mattress or cover due to physical abuse
- Piling above the inner lining
- Temporary manufacturing smell
- Comfort preference

Acceptable Frames and Bases for Blu Sleep Products mattresses

Blu Sleep Products mattresses are designed to work on a firm, solid-surface, non-spring foundation or adjustable bed use that is structurally capable of supporting the weight of purchaser's Blu Sleep products mattress and user(s). This limited warranty and other performance warranties are based on tests conducted on "sets" that consist of our mattresses and our foundations/adjustable bed bases.

THEREFORE, IF PURCHASER USES INAPPROPRIATE FOUNDATIONS, BOX SPRINGS, ADJUSTABLE BED BASES, OR BED FRAMES WITH THIS MATTRESS, SUCH USE WILL VOID THIS LIMITED WARRANTY AND ALL OTHER WARRANTIES, WHETHER EXPRESSED OR IMPLIED, INCLUDING, WITHOUT LIMITATION, THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE.

Blu Sleep Products may require purchaser to provide proof of the quality of the foundation, adjustable bed base, or bed frame used in conjunction with the mattress if purchaser makes a claim under this limited warranty. Blu Sleep Products reserves the right to invalidate this limited warranty if the foundation is determined, in Blu Sleep Products reasonable discretion, to be inadequate or if the mattress is found to be in an unsanitary condition.



CARING FOR YOUR BLU SLEEP MATTRESS

DO

- Use an acceptable frame/base
- Allow your new sleep set to “air” upon removal from its plastic packaging as there may be a temporary manufacturing odor present.
- Allow your body time to adjust to the unique feeling of your new Blu Sleep Products mattress.
- Keep your bedding clean
- Use a Blu Sleep Products approved mattress protector, which further protects your investment
- Replace the foundation upon purchase of your new mattress to provide proper support
- Follow the “Use and Care” instructions for cleaning a removable/washable cover
- Be sure to keep your original sales receipt and this warranty. Failing to do so will void your warranty.

DO NOT

- use dry cleaning fluid of any type on your mattress. This includes products such as Febreze
- Flip the mattress
- Place your Blu Sleep Products mattress in constant direct sunlight
- use electric blankets, heating pads, or hot water bottles
- Allow your mattress to get wet. The moisture will affect the integrity of the Blu Sleep Products material
- Pair a Blu Sleep Products mattress with a waterbed frame, or murphy frame
- Store upright



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