

EXHIBIT 1



GOTS Certified

Certification for organic fibers, The Global Organic Textile Standard (GOTS) is a leading textile processing standard. GOTS include ecological and social criteria with independent certification of the entire textile supply chain.

Our Zebrano fabric which covers all Essentia mattresses is GOTS certified. Certificate issued by ICEA, Bologna Italy.



Columbia Labs Tested

Free of harmful VOC's. In Dec 2010, Essentia worked with the professor of material science and engineering at a leading U.S. university to perform independent testing of our [natural memory foam](#) for toxic emissions. Columbia Analytical Services were commissioned to perform these tests.

Tests confirmed that Essentia natural memory foam show trace VOC's (volatile organic compounds), comparable to Latex certified by the Oak Tex 100 standard (Below 0.001PPM – parts per million).

Ongoing testing is planned with the university in hopes of discovering more benefits from our material.



EuroLatex ECO-Standard

The EuroLatex ECO-Standard defines the maximum acceptable limits of substances considered harmful to health and tested by TFI (Deutsches Teppich-Forschungs Institut in Aachen, Germany)

The substances that are tested for include:

- Heavy metals
- Nitrosamines
- Pesticides
- Solvents
- Volatile organic components

All Dunlop latex used in Essentia mattresses meet EuroLatex ECO-Standards.



Green America Certified

Previously known as Co-op America, [Green America](#) is a non-profit membership organization promoting environmental sustainability, ensuring consumers that they can feel confident that businesses bearing this seal operate in such a manner that support workers, communities, and protects the environment at home and abroad.

Essentia has successfully completed Green America's screening process and has been approved as a socially and environmentally responsible business.

In partnership with Green America, Essentia is committed to and employs extraordinary and innovative practices that benefit its workers, its customers, and the environment.



GreenGuard Certified

We only use a [GreenGuard](#) certified solvent-free, non-toxic adhesives by Simalfa. Our VOC (volatile organic compound) free adhesive is GREENGUARD Indoor Air Quality Certified® and GREENGUARD Children & Schools Certified.



Oeko Tex

Our latex is [Oeko-Tex 100 Class 1](#), certified. This is Oeko Tex's strictest certification available classified safe for babies.

All Dunlop latex used in Essentia mattresses meet EuroLatex ECO-Standards.



Made In Canada

To create healthy & performing mattresses and pillows it is fundamental to know everything about the components which make up these products. This is why we develop and manufacture our own components.

Manufacturing and distributing Essentia products from a single common location cuts down fuel consumption in transportation, which allows for better prices and supports the North American economy as many of our ingredients are from both Canada and the United States.

All products are manufactured by hand, by the Essentia team, just outside Montreal, Quebec, Canada.

Read more about our [Canadian made mattresses](#).



Organic Trade Association

The [Organic Trade Association](#) promotes and protects organic trade to benefit the environment, farmers, the public, and the economy. OTA is a leader in advocating and protecting organic standards so that consumers can have confidence in certified organic production.



MyEssentia.com is hosted on Wind Powered Servers

Did you know that the average server produces the same emissions as a 15 mpg SUV? By hosting our website on servers powered by wind, Essentia operates its website through clean energy.



Shop

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- [Organic Sheets](#)
- [Organic Baby](#)
- [Luxury Dog Bed](#)

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- [Toronto](#)
- [Vancouver](#)
- [Calgary](#)
- [Montreal](#)
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Customer Service

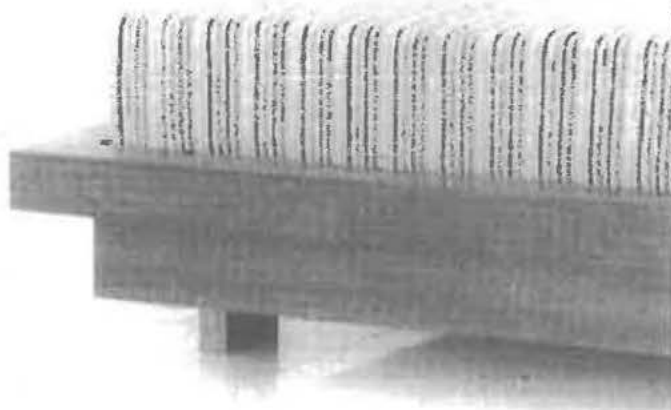
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Company

- [Message from Jack](#)
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EXHIBIT 2

World's Only Natural Memory Foam



Supremely Comfortable & Healthy

- Luxurious and maintenance-free
- Biodegradable
- Available 120 year warranty
- No chemical off-gassing or odor
- Healthy, allergy-free sleep environment
- Buy online / Free shipping



essentia 

www.myessentia.com

64 KEY TO SYMBOLS: M=Mail Order/Catalog W=Website R=Retail Store B=Business to Business Services I=Online Sales * =FREE or Special Offer

EXHIBIT 3

<http://www.myessentia.com/research/tempur-comparison>

essentia  VS **Pedic**



Natural 



Why Not Go Natural?

All other memory foams are made from petroleum based chemicals. Yuck.

Essentia invented a [natural memory foam](#), free of harmful VOC's, which keeps you sleeping comfy and healthy.



Sleeps Cool 



Skip the Sweaty Nights

The #1 complaint among TempurPedic owners: Sleeping hot!
Our natural memory foam sleeps cool, breathing 80% better than ALL the others.



VOC Free 



Don't Hold Your Breath

Memory foam mattresses can emit up to 61 chemicals. Care to breathe those in 8hr/night?

Our [natural foam](#) is free from all those harmful VOC's, 3rd party tested by Columbia Labs.



Durable 



Everlasting Love

Better quality foams use more product.

More product = a longer lasting foam = One mean 20 year warranty in our case.



Pressure Relieving 



Out Cold... All Night

This is why memory foam mattresses are the fastest growing mattress segment in the World. They're outrageously comfortable with no pressure points.



No Body Cast 🚫



Move Freely

The #2 complaint among Tempurpedic mattress owners: The Cast!

Memory foam is temperature sensitive. You get in, you heat up your spot, you sink in.

Now try getting out of that cast when all the foam around you is hard... while you're asleep.

Essentia natural memory foam is not as temperature sensitive. Move easily and freely, we won't hold you back.

Essentia Outperforms ALL Memory Foam Mattresses

As you can see from the review grid above, Essentia outperforms other memory foam mattresses in all respects.

The strongest alternative to Tempurpedic is Essentia. Alternatives to Tempurpedic usually fall short but not us.

For the price of a Tempur-Pedic you can sleep on an Essentia natural [memory foam mattress](#). We're breathable, certified VOC free and with have all the comfort and pressure relief of TempurPedic mattresses.

Essentia is the only mattress company aside from Tempur-Pedic to manufacture their own memory foam. Other mattress brands purchase foam from conventional foam manufacturers.

No-Name Mattress Brand Comparison

There are very few memory foam manufacturers in North America. Some include Tempur-Pedic, Carpenter, Foamex, and Essentia. Some are European and most are Chinese.

"Me Too" memory foam mattress retailers may buy from different suppliers but it all derives from the same manufacturers. Since most memory foams are close to identical, retailers distinguish themselves with price, reviews, marketing verbiage all-the-while piggybacking on the Tempurpedic brand. Ask any memory foam mattress company to answer the questions in our grid above and they'll fall short as well.

Greenwashing is everywhere, with companies claiming to have eco memory foam mattresses. They'll call them BiOH foams, plant based memory foam mattresses, or [soy memory foam mattresses](#). Strong chemical odors or off-gassing and sleeping hot remain major issues because only 2-20% of the chemicals are replaced with natural ingredients.

Health Issues with Memory Foam Mattresses

The toxicity of memory foam mattresses have real health implications. Memory foam mattresses tested emitted VOC's, up to 61 toxic chemicals, including the carcinogen's benzene and naphthalene. Headaches, migraines, feeling sick, nausea, and difficulty breathing are common reactions from inhaling the fumes of chemically derived memory foam mattresses. So [are memory foam mattresses safe?](#)

The Essential Difference

Essentia is the **only brand** to successfully improve memory foam because we've solved the issues instead of masking them. We've addressed all previous issues with memory foam mattresses and health.

It took years to develop our patented VOC free [natural memory foam](#) and [molding](#) process.

Comfort, Quality without Compromise. [Read our story.](#)

People who read this article also read:

- [Latex Mattresses vs Memory Foam](#)
- [How to choose a memory foam mattress](#)
- [Spring mattress or memory foam mattress?](#)

<http://www.myessentia.com/difference>



Essentia Difference

in short..

- 1) The world's only Natural Memory Foam.
- 2) Breathes 80% better than all other memory foam.
- 3) Outrageously comfortable.

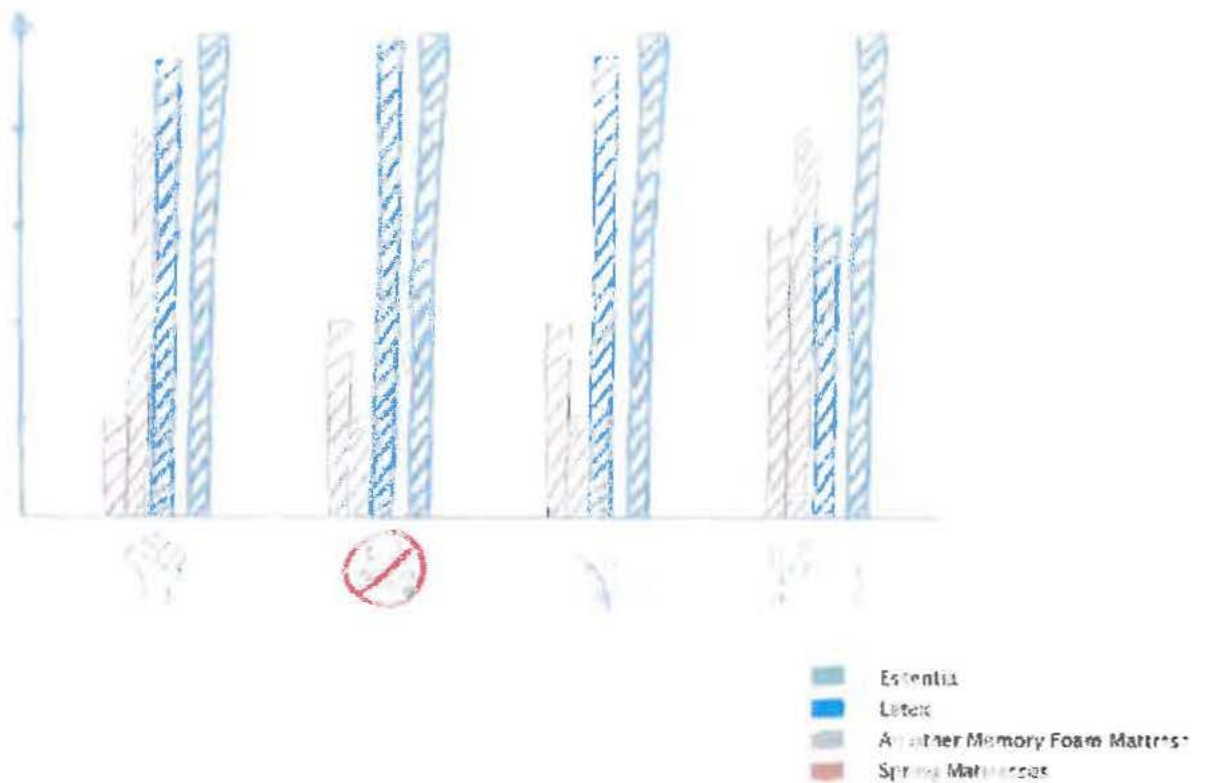
See how [Essentia compares](#) to the rest.

Essentia Difference

In long..

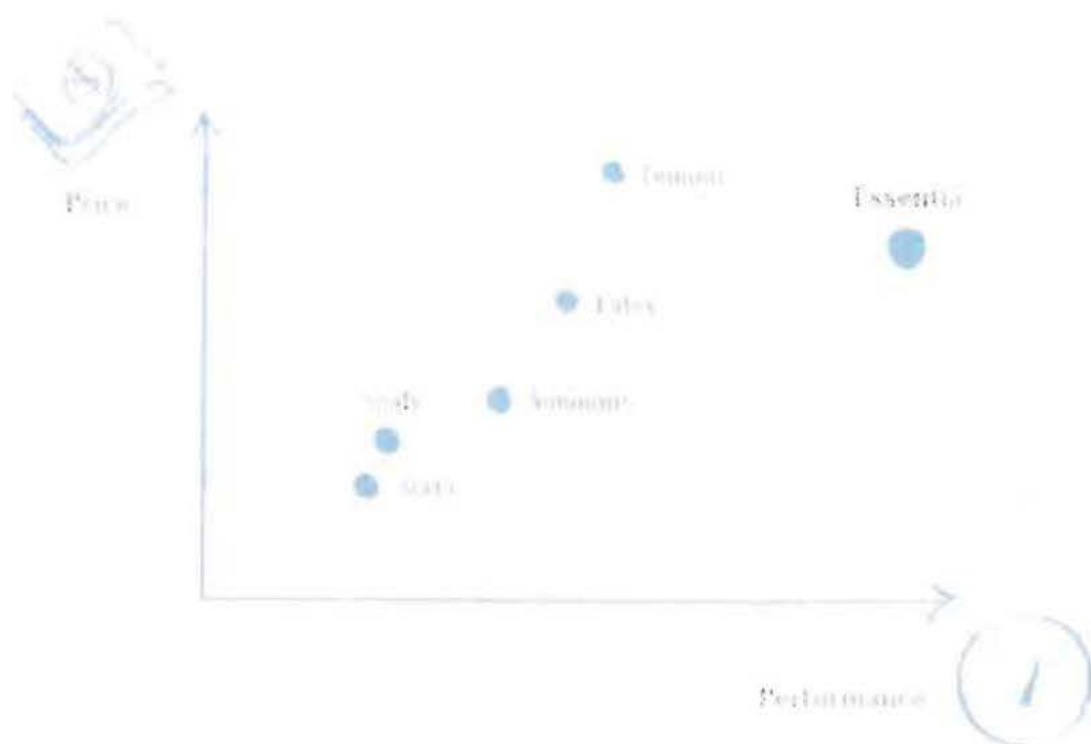
Best Value

When it comes to comfort, durability, health, and eco-friendliness, Essentia trumps.



Comfort & Support

Our mattresses outperform all types; memory foam mattresses, latex mattresses and spring mattresses. Competition falls short in all tests.



Pressure Relief

Comfort is determined by pressure relief. With Essentia mattresses, pressure points are eliminated so there's proper blood circulation, no tossing and turning. The result is an undisturbed, restful nights sleep. Pressure relief for Essentia's memory foam is an astounding

12.25 mmHg @ 200lbs, compared to the leading Tempur-Pedic measured at only 15–28 mmHg. See [Essentia and Tempur-Pedic](#).

Sleeping in the wrong position every night affects your health. **Spinal alignment** is particularly important for proper disc re-hydration, blood circulation and an overall recuperative sleep. Our medical support mattresses are engineered for superior spinal alignment, support and comfort.

Essentia mattresses are easily among the best memory foam mattresses on the market.

Durability

How long should a mattress be comfortably supportive? 20 years+
– Spring mattresses lose 16% of their support in the 1st year.
– Memory foam mattresses are similar to couch foam when it comes to durability. Some lose support rather quickly, others feel good for years.
– Latex foam mattresses can last almost as long as Essentia mattresses depending on their quality.

Green

Could it get any better than biodegradable mattresses? Read more on how [green our products and process](#) is.

Non-Toxic

Mattresses are surprisingly unhealthy. Not ours.

Most mattresses are made with toxic foams, glues, chemically treated fabrics and are a breeding ground for dust mites and other allergens.

Essentia mattresses are made from a slew of natural ingredients designed to keep your sleep healthy.

Essentia Natural Memory Foam

Breathability is a common and major complaint among memory foam mattress owners. This is because even the best memory foam mattresses on the market are synthetic and made from petrochemicals. Essentia developed a [natural memory foam](#) which is 80% more breathable. By replacing the petrochemicals with natural ingredients such as [natural latex](#), [essential oils](#), plant extracts and water we've created a healthy alternative to petroleum based synthetic memory foam mattresses.

Benefits of our Natural Memory Foam

a) 80% better breathability.

Result: Breathes like cotton, not polyester. No trapped heat. You won't get hot and sticky.

b) A foam that has no chemical odor and is [free of harmful VOC's](#). (off-gassing)



Off-gassing causes eye irritation, skin irritation, headaches and migraines.

Off-gassing is recognized as harmful by health care institutions for patients with respiratory problems – why should they be offered to healthy people? Read more about [chemicals in mattresses](#).

c) A product that doesn't pollute during manufacturing.

Over 1 million tons of toxic chemicals leach into the environment annually by petrochemical based memory foams and glues.

Our employees don't need protective gear and benefit from a safe work environment.

Exclusive Molding Technology

All mattresses are composed of layers. Both spring and memory foam mattresses are composed of layers. Some Essentia models such as our [Beausomme](#) and [Dornieuse](#) use our patented molding technology. Molding them together creates a permanent bond and [exceptional and unique comfort explained here](#). All our other mattresses contain completely safe and non-toxic VOC free natural liquid latex and acrylic resin adhesive.

Facts:

- Most adhesives used in mattress manufacturing emit toxic fumes for the first 2-3 years.
- Fumes from some adhesives cause cancer according to the IRTA. (Institute for Research and Technical Assistance)
- We inhale these fumes for 8 hours per night 365 days per year.

Visit our page on [mattress adhesives](#) for more information.

Toxic Free Fire Retardant (FR)

All mattress sold in the United States as of 2007 are required to pass an FR test. Essentia uses a Kevlar based fire retardant which is VOC free, containing no toxic chemicals. Chemicals used in other mattress manufacturers, including leading brands, have been linked to cancer, heart, lung and kidney damage etc.

Visit our page on [fire retardants in mattresses](#) for more information.

EXHIBIT 4

<http://www.myessentia.com/lp-non-toxic.php>

www.myessentia.com

1.800.764.1127



The Non Toxic Mattress

We changed it all

Watch the Video



What's Natural Memory Foam, you ask?

Memory Context



In The Media



Full Circle



<http://www.myessentia.com/lp-chemical-free.php>

www.myessentia.com

1.800.764.1127



The Chemical Free Mattress

We changed it all

Watch the Video



What's Natural Memory Foam, you ask?

Memory Context



In The Media



Full Circle



EXHIBIT 5



+ Sleep Safe

BCLA tests our best 2 services
Autism Memory Program & *Autism Memory of Loss*



EXHIBIT 6



Home » Learning Center » How to choose a memory foam mattress?

The Basics

[What is Natural Memory Foam](#)

[Mattress buying guide and tips](#)

[About memory foam beds](#)

[How to choose a memory foam mattress](#)

[What is an organic mattress](#)

Versus

[Dirty Mattresses](#)

[The Truth](#)

[Sleep](#)

[Baby Center](#)

[F.A.Q.](#)

How to Choose a Memory Foam Mattress?

How do you choose a memory foam mattress? Memory foam mattresses are a fast-growing alternative to innerspring mattresses because they have the ability to contour the body and provide excellent comfort and support.

On today's European market, [memory foam mattresses](#) far outsell traditional spring mattresses.

Tips to Choosing a Quality Memory Foam Mattress

Knowing what to look for is key to finding the best memory foam mattress to fit your needs. Here are a few important things to know before buying a memory foam mattress:

1) Foam Density

Despite popular belief, foam density has little to do with the feel of a mattress and has more to do with its durability. A 5 pound per cubic foot memory foam mattress will outlast a 3lb. memory foam by an average of 10 years.

Most high-end mattresses, including Tempur, have a 5-7lb density foams. See our [Foam Comparison](#)

Buyer Beware: Many mattress companies boast a 5lb memory foam but fail to specify that this dense foam only makes up the 1st inch of the mattress where the following layers are 2 or 3 lb density memory foams.

2) mmHg

mmHg is the unit of measurement used in determining a mattress' reaction against pressure. A low mmHg is ideal, however, this is difficult to achieve. Blood circulation becomes an issue in the 30mmHg range. According to the healthcare industry, a standard of 32mmHg or lower is considered to be pressure relieving. Less press points = less tossing and turning.

Essentia mattresses offer 12.43 mmHg @ 200lbs, the best rating in the industry.

3) Foam ILD (Indentation Load Deflection)

A mattress ILD, or indentation load deflection, ranges from 0 to 40. The majority of quality memory foam mattresses on the market rate anywhere between 10 and 16 ILD. Many of the top memory foam mattresses have multiple layers within them, each with a different mmHg, which enhances a mattress' comfort level because the layers work together.

Multiple layers of memory foam with different ILDs are usually found in the best quality memory foam mattresses.

4) Where is the Mattress Made?

Many mattress companies deceitfully claim that their products are made in Canada or the U.S. To cut costs, mattress components are imported from foreign countries and assembled in Canada or the U.S.

Test are rarely performed on imported mattress components and there is no way of knowing what chemicals are used in the mattress composition. Any harsh chemical odors are masked prior to product exportation with industrial perfumes, or even green tea extracts.

Some materials and chemicals still in use abroad have been linked to cancer, lung disease and can impair development in the central nervous system and brain.

Essentia Natural Memory Foam vs Regular Visco Memory Foam

Regular memory foam, also known as Visco-elastic memory foam or visco foam, is made with petroleum based chemicals. Because memory foam is a synthetic material, it traps in body heat similar to the way nylon and polyester fabrics do. Heat discomfort and chemical odors are major issues for new memory foam mattresses due to their chemical composition.

Essentia's [Natural Memory Foam](#) is 80% more breathable than conventional memory foam and has no chemical odor.

If you're health conscious you'll want to consider our natural memory foam mattresses and pillows. Essentia memory foam is made with 100% natural materials, so the final product creates a more breathable, comfortable, healthy sleep environment free of chemical off-gassing or VOC's. See our [list of mattress chemicals](#).

Essentia Mattresses Offer:

- Among the highest foam densities on the market at 6.25lbs.
- Lowest pressure distribution at 12.43 mmHg @ 200lbs.
- 80% more breathability than conventional memory foams.
- Peace of mind with an emission-free product.
- A truly Canadian made and manufactured product.

See how [Essentia compares to Tempur-Pedic](#).

People who read this article also read:

- [List of Chemicals in Mattresses](#)
- [How to Choose a Mattress Based on Allergies](#)
- [Spring vs Mattress or Memory Foam Mattress?](#)

Learning Center



Mattresses

- Jeanius
- Classic Skinny
- Classic B
- Encogle Opus
- Beausommet
- Dormeuse
- Unity
- Flex Drive Adjustable

Pillows

- Ergonomic
- Forma Spa
- Classic

Baby Room

- Organic Crib Mattress
- Crib Mattress Protector

Store Locations

- Los Angeles
- New York
- Berkeloy
- Toronto
- Vancouver
- Montreal
- Ottawa

Customer Service

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Company

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EXHIBIT 7



Home » Shop » Mattresses » Classic 8



Gallery ▶

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Classic 8

The Classic 8 is made with our natural memory foam and offers soothing contouring support and comfort.

Buy Online

Twin	Twixl	Full	Queen	King	Cal King
\$6475	\$9460	\$10475	60x80	74x80	72x84

No Box Spring

No Metal Rails



add to cart

Classic 8

The Classic 8 is made with our natural memory foam and offers soothing contouring support and comfort.

Among our best sellers, the Classic 8 is made entirely from our natural memory foam and 100% natural latex rubber. This healthy and non-toxic mattress offers a medium-firm, yet pressure relieving surface which delicately contours the body.

For added height, the Classic 8 is 2 inches thicker than the Classic Skinny. This added height is simply for aesthetics and functional purposes and provides the same level of comfort.

- [Essentia vs Tempur-Pedic comparison.](#)
- [Essentia mattress comparison chart.](#)

Benefits

“I suspected I'd be happy but I never thought a mattress this comfortable existed. It's my first memory foam mattress and I'm loving it. I sleep like a baby.”

Donna Lalli
Energie Opus Owner
www.essentia.com

Tweet 1

Like 16

17

Seen & Heard



Organic Non-Toxic Mattress - Non Toxic Latex Foam Mattress - Classic 8

- Pressure relieving surface layer
- Ventilated formula keeps a fresh comfortable sleep surface
- Dust mite deterrent & hypoallergenic.
- VOC Free - Columbia Labs tested
- Compatible with adjustable bases & platform beds.
- Long lasting, 20 year warranty

- ▶ [Product Details](#)
- ▶ [Layer Details](#)
- ▶ [Reviews](#)
- ▶ [Review this mattress](#)



Layers Comparisons Sizing

Cover: Unbleached organic cotton.

Natural Memory Foam: Gentle touch formulation.

Support Layer: 100% natural Dunlop latex.

Non-Slip Backing: Downfilled cotton.

Certificates & Memberships



Classic 8

Mattresses
 Jeanius
 Classic Skinny
 Classic 6
 Energie Opus
 Beausommet
 Dormeuse
 Unity
 Flex Drive Adjustable

Pillows
 Ergonomic
 Forma Spa
 Classic

Baby Room
 Organic Crib Mattress
 Crib Mattress Protector

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