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### **BENEFITS OF BEAR MATTRESS REINFORCED BY RECENT FDA DESIGNATION OF CELLIANT®**

Halogenix' Celliant® Fibers Recently Determined a Medical Device and General Wellness Product by the FDA

NEW YORK, New York - 2017 - [Bear](#), a direct-to-consumer retailer of mattresses, pillows and sleep accessories designed to offer a cooler, healthier and more restorative sleep can now claim that the Halogenix Celliant® fibers within its namesake Bear Mattress cover increase blood flow resulting in increased energy, enhanced performance and quicker recovery. The U.S. Food and Drug Administration (FDA) recently determined that Halogenix' Celliant products are medical devices as defined in section 201(h) of the Federal Food, Drug and Cosmetic Act and are general wellness products.

"Bear Mattress was created with muscle recovery in mind," said Scott Paladini, CEO and founder of Bear. "Celliant was a natural choice to help aid in the muscle recovery process of our customers. We're pleased to see Celliant's clinically-proven claims further substantiated by the FDA, and have already experienced increased consumer buying confidence."

Products made with Celliant-treated textiles and fabrics absorb and convert body heat, naturally emitted by all living things, in the form of far infrared energy (IR). This energy is recycled back into skin and tissue in a safe, natural way, helping to rebuild and recharge the human body after physical activity and while you sleep. The effect of Celliant is clinically proven to help the body increase energy, endurance, stamina and performance, recover faster from physical activity, and promote restful sleep and increased comfort.

Bear Mattress currently has over 2,500 five-star reviews, and has quickly become the mattress of choice for professional athletes, weekend warriors and casual fitness lovers alike. For more information about Bear Mattress and/or Bear's growing product assortment, please visit [www.bearmattress.com](http://www.bearmattress.com).

#### **About Bear**

Bear's assortment of mattresses, pillows and sleep accessories are designed to offer a cooler, healthier and more restorative sleep. Bear's products are carefully constructed to improve muscle recovery using the latest advancements in sleep technology. Bear has quickly become the brand of choice for professional athletes, weekend warriors and casual fitness lovers alike. For more information, please visit [www.bearmattress.com](http://www.bearmattress.com).

#### **About Hologenix, LLC and Celliant®**

Hologenix, LLC, Celliant's ([www.celliant.com](http://www.celliant.com)) parent company, is committed to developing and marketing products that improve people's lives. Celliant is a patented clinically-tested textile technology that harnesses and recycles the body's natural energy through the medium of fibers. The U.S. Food and Drug Administration (FDA) has classified it as a medical device and general wellness product, as defined in Section 201(h) of the Federal Food, Drug and, Cosmetic Act. Celliant's applied science utilizes a blend of minerals and proprietary ingredients embedded into the core of the fiber. Use of products containing this technology has been clinically proven to improve athletic performance, sleep quality and wellness.

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