

Fascinations Mission - c0in

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- **How to.** How to stay cool, calm, and comfortable, all night long.
- **How to.** How to experience the ultimate cooling comfort
- **Secret to.** The secret to getting the rest of your dreams is to choose Casper.
- **Secret to.** The secret to feeling rejuvenated in the morning is because of Wave Hybrid.
- **Why.** Why most people don't feel energetic when they wake up is because they do not allow body heat to dissipate.
- **Why.** Why most people get horrible sleep is because they believe temperature is not a concern!
- **What.** What does your body feel like in the morning?
- **What.** What do you want to help reach the bedroom of your dreams?
- **What NEVER.** What NEVER to buy if you are interested in sleeping well
- **What NEVER.** What NEVER to do if you want the bedroom of your dreams
- **PLUS.** PLUS this bed will brim your energy in a reborn way.
- **PLUS.** PLUS you will experience the future of sleep technology.
- **Number.** 5 steps to guarantee you transform your sleep with our cooling-touch technology.
- **Number.** 5 steps to guarantee you say goodbye to night sweats, and hello to deep restful sleep.
- **...right? WRONG!** Sleeping 8 hours is what will guarantee you feel energetic in the morning, right? WRONG! *Why sleeping only 8 hours will never be enough, and what you need to do instead is adapt our innovative design.*
- **...right? WRONG!** Sleeping cold is what will help you feel comforted and fall asleep at night, right? WRONG! *Why sleeping cold is actually detrimental to your body and you need body heat to dissipate.*
- **Warning.** WARNING! Don't sleep another night until your dream of a cool, restful night becomes a reality.
- **Warning.** WARNING! Don't dream another dream until you experience the power of cooling technology.

- **Are you.** Are you afraid of not performing at your highest level of energy? Change your life by adapting our heat-dissipating mattress NOW.
- **Are you.** Are you afraid of cold sweats that keep you awake throughout the night? Change your life. Sleep cooler, sleep better.
- **Gimmick.** The sleeping “hack” that will force you into a revolutionary experience of sleep.
- **Gimmick.** This sleeping technology will help you sleep deeply, wake up revitalized, and experience the **difference** of a truly cool sleep.
- **Sneaky.** The sneaky trick to “break” your biology into transforming how you sleep
- **Sneaky.** The sneaky trick to saying goodbye to night sweats, and hello to cool, restful sleep.
- **Direct benefit.** BEAT THE HEAT FOR A PERFECT NIGHT’S SLEEP
- **Direct benefit.** WAKE UP REFRESHED, NOT DRENCHED
- **Specific Question.** Did you know that 99% of humans are not reaching their Rapid Eye Movement potential while sleeping?
- **Specific Question.** Did you know that 99% of humans have a temperature rate that is damaging to the mind while sleeping?
- **If...Then...** If you are tired of waking up in a pool of sweat, then experience our Wave Hybrid’s cooling technology.
- **If...Then...** If you are tossing and turning all night long, then experience our perfectly engineered advanced-Wave Hybrid technology.
- **When.** When sleeping right is a breakthrough of sleep science, it brings a revolution in comfort.
- **When.** When sleeping comfortably is cool, even on the warmest nights.
- **Quickest/Easiest/Safest.** The safest solution for hot sleepers.
- **Quickest/Easiest/Safest.** The easiest experience of the power of cooling technology.
- **Truth.** The truth is, the bedroom of your dreams is waiting.
- **Truth.** Experiencing the ultimate in cooling comfort is the truth.
- **Better Than.** Better than a box fan. Discover the unparalleled comfort from our heat-dissipating mattress.
- **Better Than.** Better than taking a melatonin. Fall asleep with more comfort than you can imagine.
- **Single.** The single step you need to take, is towards the path of guaranteeing your most comforting sleep, ever.

- **Single.** The single step that you determine to take, is changing your life.