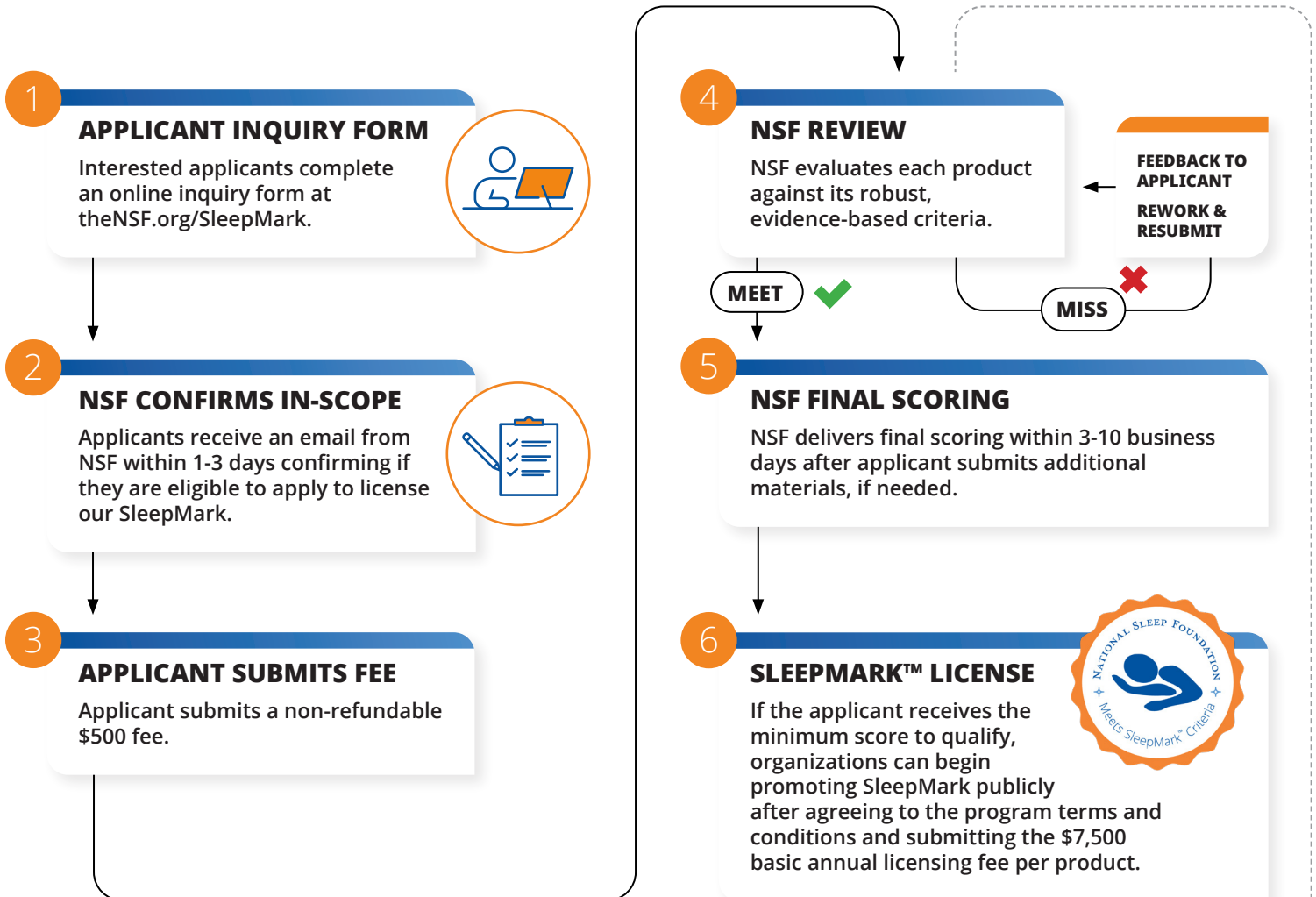


NSF SleepMark™ Application Process



HOW WILL YOUR PRODUCT BE EVALUATED?

Products will receive a score based on how well they align with NSF's evidence-based and consensus-driven recommendations, standards, and principles. Applicants must meet the NSF-mandated minimum score in order to qualify for the SleepMark™ program. Here's what we look for when scoring products:

- How well does your product align with NSF's published definitions, standards, and consensus guidelines about sleep quality, including measurements of falling and staying asleep?
- Does your product address other important elements of sleep health including sleep satisfaction, sleep duration, sleep consistency or timing?
- Does your product help people with the daytime and/or nighttime healthy sleep behaviors in our Best Slept Self® model?
- Can you provide evidence/data to support your product's claims or representations of how it helps people's sleep?