

# Why better sleep changes everything



When Mike Baue (center in photo) and his wife, Christine, opened **Snooze Mattress & Wellness** in Chesterfield, it came from a shared belief that people deserve a better way to sleep and a better way to shop for sleep.

"Sleep is one of the most important foundations of your health journey," Mike said. "But when my wife and I went mattress shopping, no one asked us how we actually slept. We weren't asked about our health, back or joint pain, acid reflux, or whether we were waking up refreshed."

"Sleep is where your body restores itself," Mike said. "It's where emotional balance is rebuilt. It's where healing happens. Sleep and rest are not the end of your day, they're the beginning."

At Snooze, wellness isn't just part of the name; it's the purpose behind everything they do.

"When you come into our store, our sleep experts help identify your personalized sleep needs based on your body type," Mike said. "We look at dynamic pressure points, spinal alignment, and comfort preferences using Mayo Clinic technology developed in conjunction with NASA. That allows us to match each person to a sleep surface designed to deliver deep, restorative rest. We offer the world's top brands, Tempur-Pedic, Sealy, Helix, Puffy, Copper, Beautyrest and more."

The process, known as Dream Mapping, takes about five to six minutes and creates digital images that guide customers toward their ideal sleep environment.

"Best of all, the service comes at zero cost," Mike said. "Because we're a locally owned, family business, we're often priced lower than large chains or furniture stores that also sell mattresses. I opened Snooze because it offers the highest value and the greatest opportunity to truly solve sleep problems. Without a doubt, people have their best chance of finding the right mattress when they shop at Snooze."

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mattress + wellness

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