



SCIENCE OF COOLING

Cooling Technology Icon Guide

Quick reference for MLILY retail partners

These icons appear across MLILY cooling packaging, point-of-sale and campaign materials. Use them to label the cooling technology in each product so messaging stays consistent across every channel.

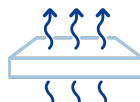
MATTRESS ICONS



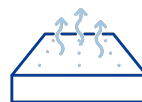
Cooling Fabric



Copper Infused



Increased Breathability



Ventilated Memory Foam

PILLOW ICONS



Cool Comfort Gel



Breathable Design



Ventilated Foam



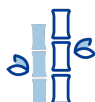
Ventilated Memory Foam

PROTECTOR ICONS



Breathable Design

COOLING TECHNOLOGY ICONS



Bamboo Infused



Cooling Gel Pad



Moisture Wicking Cover



PCM Coating



Regulates Temperature