



HOGGO



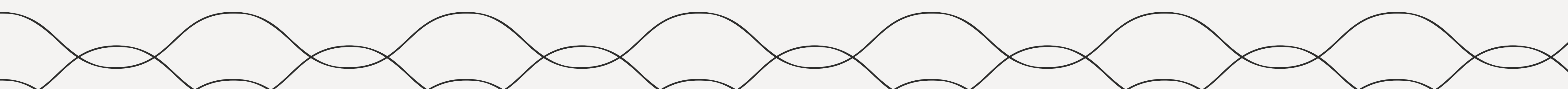


Unlock your  
sleep potential.


Learn more about what HOGO System 08 can do for you.

This document is interactive.  
Click to move through the content.

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A modern, minimalist bedroom interior. In the center, a bed with white linens sits on a circular, low-profile platform. Behind the bed is a large, rectangular mirror or screen displaying a landscape. Above the bed, a large, circular skylight in the ceiling allows natural light to enter, with several small, dried plant arrangements hanging from its edge. Two small, round pendant lights hang on either side of the bed. To the left of the bed, a large, potted tree with reddish-brown foliage stands near a window. To the right, a white, modular bedside table holds a vase with a small plant. The room features light-colored walls and a polished floor, creating a serene and contemporary atmosphere.

If you're not sleeping well,  
you're not taking care of yourself.



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IF YOU'RE NOT SLEEPING WELL,  
YOU'RE NOT TAKING CARE OF YOURSELF.

02

16 hour days, running companies, setting up other companies, going to the gym every day, keeping yourself well-informed, staying hydrated, flights, more flights, even more flights, starting up new teams, attending one meeting, another, and another, and yet another, dinner with the kids, the charity gala, the impossible schedule, and when you finally go to bed, WhatsApp, notifications, Likes. We don't have time to sleep. And that's a mistake.

Because no matter how much you look after yourself, if you don't sleep well, you're not taking care of yourself. Not getting enough sleep increases anxiety and depression, and also contributes to the development of Alzheimer's and dementia. Sleeping less than 5 hours a day increases your weight by 3.6% and doubles your chances of getting diabetes. Psychiatric and cardiac disorders are also associated with lack of sleep at night.



In a world that increasingly  
demands our attention,  
how are we going to get optimal  
sleep? If we are ultra- connected,  
ultra-stimulated, ultra-stressed,  
how can we ultra-sleep?



INTRODUCING:



 SYSTEM<sup>08</sup>

## © SYSTEM<sup>08</sup>

HOGO System 08 is the only sleep system that has been scientifically proven to enhance your overall health through total body regeneration while you sleep. HOGO System 08 is the result of more than 30 years of scientific research into the benefits of sleep on physical and mental health, created to improve the quality of your rest and your body's natural ability to regenerate during sleep.





## © SYSTEM<sup>08</sup>

An unprecedented and revolutionary experience that scientifically guarantees to improve your hormonal and immune system in a few months, enhancing the way you sleep and, consequently, the way you enjoy life.





A sleep system that takes into account everything that influences us negatively when we sleep: not only the surface we use, but also the environment around us and how it affects us while sleeping, improving it day by day.





ELECTROMAGNETIC  
POLLUTION

A WEAKENED  
IMMUNE SYSTEM

SUDDEN CHANGES  
IN TEMPERATURE

ALLERGIES

HUMIDITY

HIGH LEVELS  
OF CORTISOL

EXCESS OF  
POSITIVE IONS

CHRONIC  
FATIGUE

CHEMICALS  
AND PETROLEUM-  
BASED PRODUCTS

INFLAMMATION AND  
OXIDATIVE STRESS



HOGO System 08 creates a bubble of natural protection against permanent and excessive electromagnetic exposure, eliminating radiation accumulated during the day through a grounding connection, freeing you from its negative effects to provide you with uninterrupted, deep sleep. With HOGO, you don't just sleep. You reset.



Our system creates a space that our body identifies as ideal for sleep, letting our cells and organs regenerate correctly through a deep and restful sleep.

HOGO System 08 improves our body's immune function and decreases the oxidative and inflammatory damage, the body's natural aging process. In other words, you will regain your power and capacity both physically and mentally, whilst maintaining them for longer.

YOU CAN LIVE LONGER.  
YOU CAN LIVE BETTER.









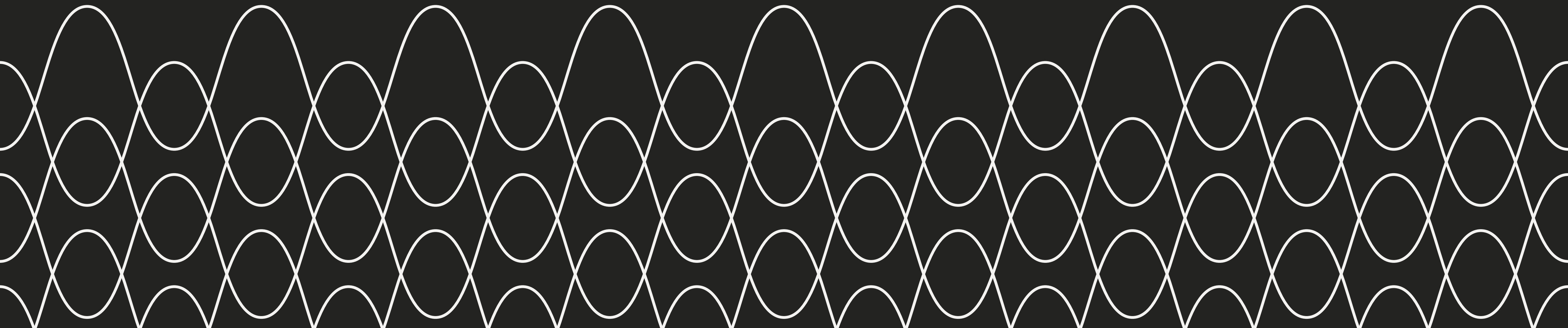
Natural



Engineering



Created from the idea of Natural Intelligence,  
at HOGO science and innovation work in your favor  
to satisfy your needs and optimize your sleep





HOGO System 08 is the combination of natural materials and advanced technology making every part of the system essential in creating the perfect environment for a restful sleep



Our technology eliminates the electromagnetic pollution accumulated in our body, reestablishing the Earth's natural geoelectric field.







Unleash your  
full potential.



# Meet the System





# Protect your sleep, protect the world.

Built entirely in Spain, our materials are natural, non-toxic and sustainable, free from any chemicals or petroleum derivatives. This allows our skin to breathe properly while you sleep avoiding contact with synthetic materials that may release substances that disrupt sleep cycles.





Each sleep system is manufactured upon request, making it personal, unique and adaptable to any size requirements or needs. Upon assembly, the bed frame will also be adapted to the weight and lower back structure of each user, even if the system is used by two people: each side is customized according to these characteristics, creating an adapted and unique space.





HOGO System 08 enhances the body's natural ability to regenerate itself during sleep and each of its parts has this objective in mind: articulated bed frame, mattress, topper, merino wool blanket, latex pillows and a grounding connection.

In addition, the essential element of the sleep system, the patented silver and graphite mesh, which is responsible for absorbing and eliminating radiation accumulated in the body.

Having perfect dreams means having the perfect sleep system. This is why we offer a 30-year guarantee.





BED FRAME

A good foundation is the first half of success.  
That's why our bed frame is made of 100% ecological beech wood and carefully designed to adapt to your lower back. There is no better bed frame, if there was, it would already be ours.





MATTRES

Free of chemical foams and petroleum-based products, the System 08 mattress is composed of coconut fiber and 100% natural latex covered with our patented silver and graphite mesh.

Anti-radiation, anti-moisture, anti-awakening with less than 100% energy.

BED FRAME

A good foundation is the first half of success. That's why our bed frame is made of 100% ecological beech wood and carefully designed to adapt to your lower back. There is no better bed frame, if there was, it would already be ours.



TOPPER

Made with 100% natural latex, merino wool and coated with our patented silver and graphite mesh. No wonder it puts the 'top' in topper.



MATTRES

Free of chemical foams and petroleum-based products, the System 08 mattress is composed of coconut fiber and 100% natural latex covered with our patented silver and graphite mesh.

Anti-radiation, anti-moisture, anti-awakening with less than 100% energy.

BED FRAME

A good foundation is the first half of success. That's why our bed frame is made of 100% ecological beech wood and carefully designed to adapt to your lower back. There is no better bed frame, if there was, it would already be ours.



BLANKET

Woven with organic cotton and merino sheep's wool, it has insulating and thermo-regulating properties that prevent temperature changes, sweating, and the disruption of sleep. This blanket doesn't just cover you, it protects your sleep.



TOPPER



Made with 100% natural latex, merino wool and coated with our patented silver and graphite mesh. No wonder it puts the 'top' in topper.

MATTRES



Free of chemical foams and petroleum-based products, the System 08 mattress is composed of coconut fiber and 100% natural latex covered with our patented silver and graphite mesh.

Anti-radiation, anti-moisture, anti-awakening with less than 100% energy.

BED FRAME



A good foundation is the first half of success. That's why our bed frame is made of 100% ecological beech wood and carefully designed to adapt to your lower back. There is no better bed frame, if there was, it would already be ours.





PILLOWS

Made of 100% natural latex and our patented silver and graphite mesh, it protects the skull and neck from external radiation, turning your best night's sleep from a distant dream into reality.

TOPPER

Made with 100% natural latex, merino wool and coated with our patented silver and graphite mesh. No wonder it puts the 'top' in topper.

BED FRAME

A good foundation is the first half of success. That's why our bed frame is made of 100% ecological beech wood and carefully designed to adapt to your lower back. There is no better bed frame, if there was, it would already be ours.

BLANKET

Woven with organic cotton and merino sheep's wool, it has insulating and thermo-regulating properties that prevent temperature changes, sweating, and the disruption of sleep. This blanket doesn't just cover you, it protects your sleep.

MATTRES

Free of chemical foams and petroleum-based products, the System 08 mattress is composed of coconut fiber and 100% natural latex covered with our patented silver and graphite mesh.

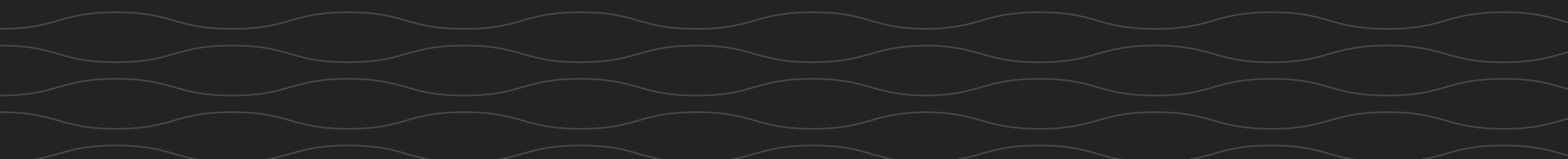
Anti-radiation, anti-moisture, anti-awakening with less than 100% energy.





Natural and sustainable.

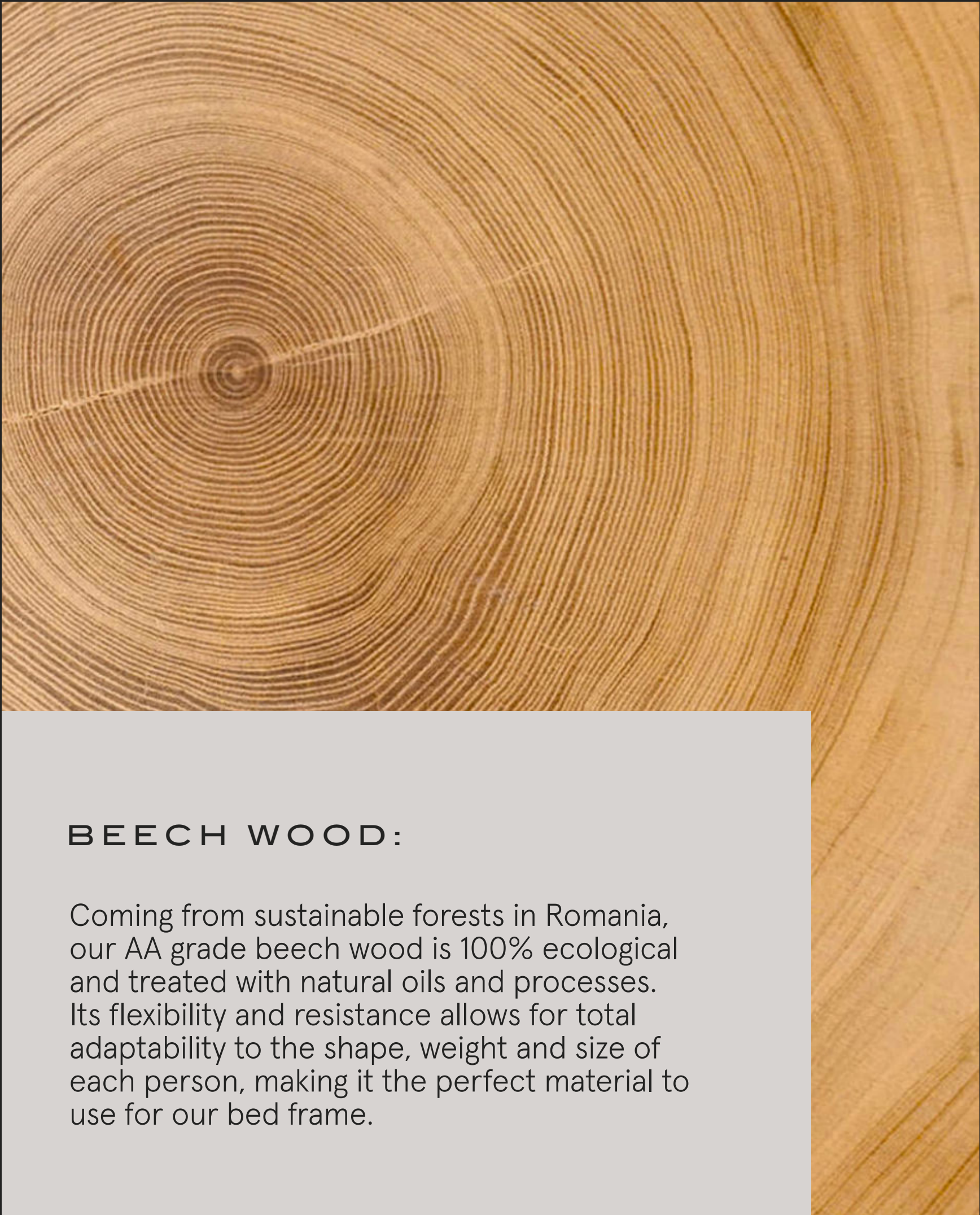




**All our materials are  
natural, non-toxic and  
sustainable.**

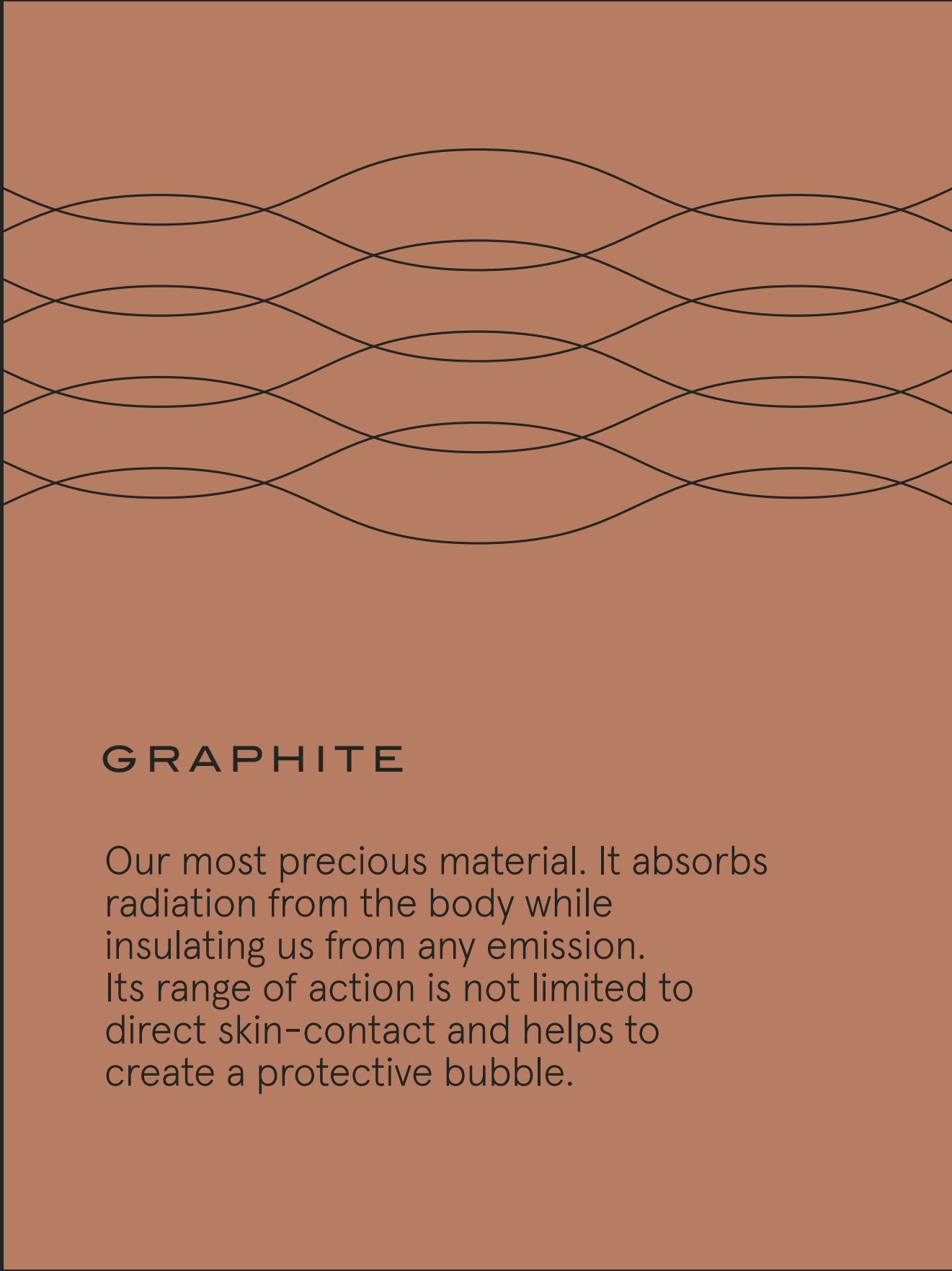
Our premium materials are free of synthetic products and chemical treatments and have the certificates that guarantee their maximum quality and sustainability.





**BEECH WOOD:**

Coming from sustainable forests in Romania, our AA grade beech wood is 100% ecological and treated with natural oils and processes. Its flexibility and resistance allows for total adaptability to the shape, weight and size of each person, making it the perfect material to use for our bed frame.

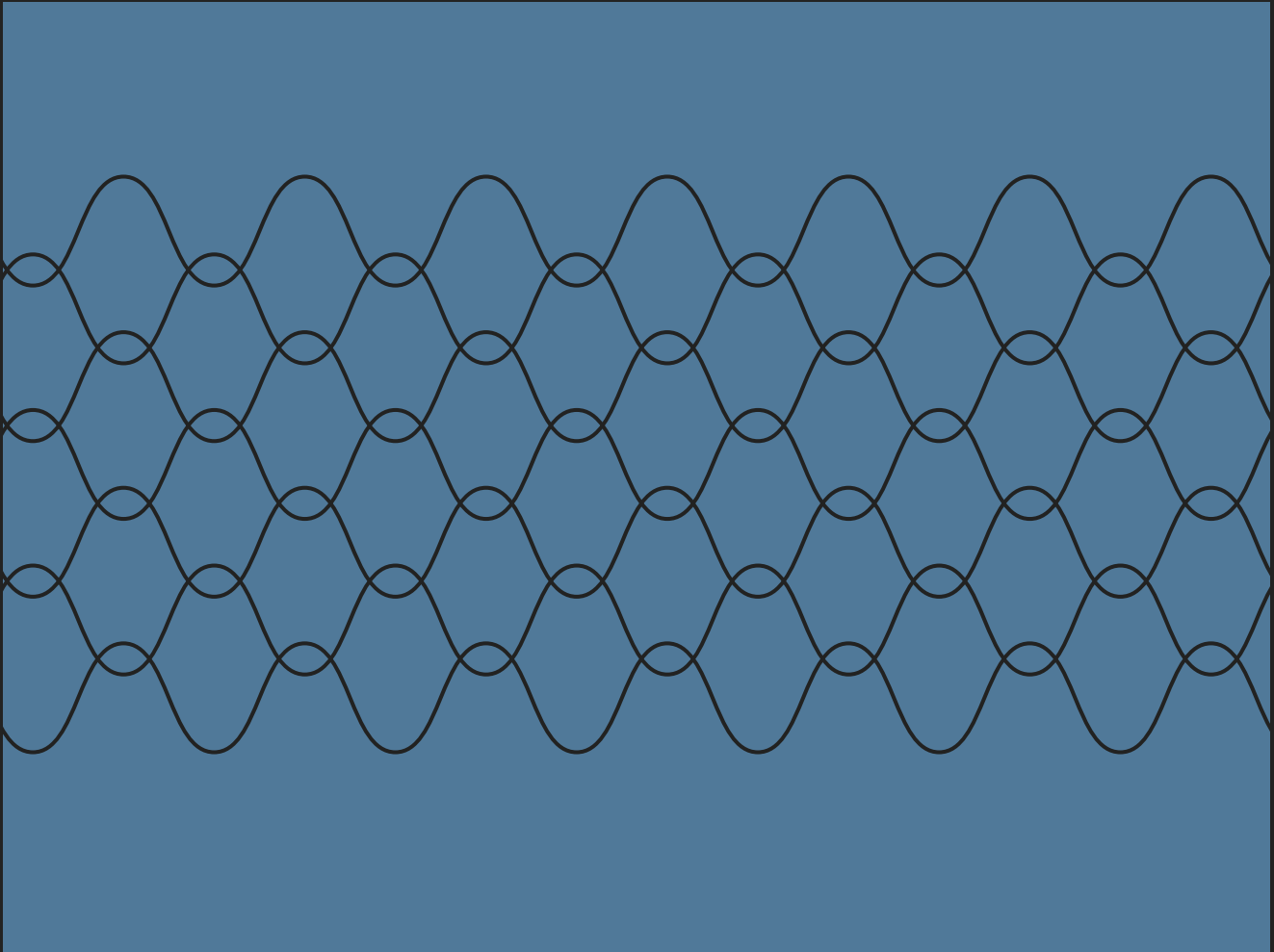


**GRAPHITE**

Our most precious material. It absorbs radiation from the body while insulating us from any emission. Its range of action is not limited to direct skin-contact and helps to create a protective bubble.







**SILVER**

Used in our patented mesh, silver is one of the best conductors that nature has to offer. This powerful bacteriacide helps us to eliminate the radiation accumulated during the day by discharging it through the grounding connection .



**ORGANIC COTTON**

Sourced from organic plantations in Spain and Germany, our cotton has a chemical-free and pesticide-free guarantee. Our highly breathable cotton, used in all the textile elements of our sleep system, helps regulate moisture while you sleep.



COCONUT FIBER

Coming all the way from the Amazon, our coconut fiber is completely free of chemicals and synthetic products. Known for its breathability and firmness, we use it in our mattresses for its ionizing, anti-radiation and anti-humidity properties.

100% NATURAL LATEX

Our latex is extracted from the trunk of the Hevea tree found in the hydrographic region of the Amazon. Its density allows it to fully adapt to the body, preventing the appearance of dust mites, mold and bacteria. It is 100% natural and suitable for people allergic to common latex.

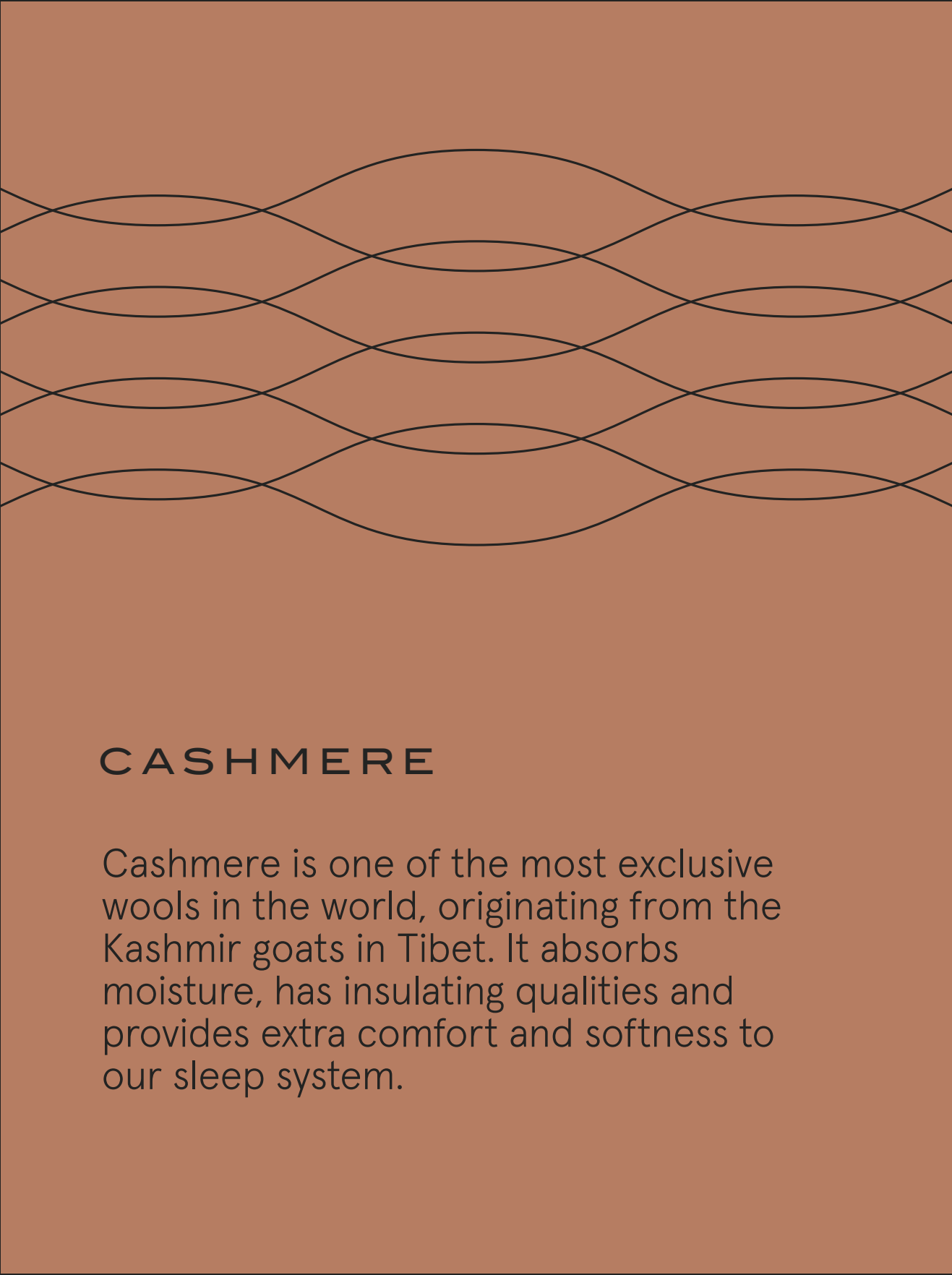






**MERINO WOOL**

This wool, found in our blanket and topper, comes from controlled, herbicide-free and pesticide-free Merino sheep flocks in Australia and New Zealand. It is the best wool in the world for its insulating and thermo-regulating properties and it is also suitable for people allergic to wool and dust mites.



**CASHMERE**

Cashmere is one of the most exclusive wools in the world, originating from the Kashmir goats in Tibet. It absorbs moisture, has insulating qualities and provides extra comfort and softness to our sleep system.



# Benefits of sleeping in HOGO





# Health benefits of HOGO System 08:

- BOOSTS THE IMMUNE SYSTEM
- NATURALLY INCREASES LEVELS OF MELATONIN, THE SLEEP INDUCING HORMONE
- DECREASES CORTISOL LEVELS, THE STRESS HORMONE
- DECREASES LEVELS OF OXIDATION AND INFLAMMATION THAT CAUSE AGING
- REGULATES THE HORMONAL SYSTEM: INCREASING DHEA, OXYTOCIN AND SEROTONIN
- SLOWS DOWN THE CELLULAR AGING PROCESS
- DECREASES THE DAMAGE CAUSED ON THE DNA
- DECREASES BIOLOGICAL DAMAGE CAUSED BY CIRCULATING DNA

## What happens when you sleep in HOGO?

- BODY THERMOREGULATION
- EMISSION OF NEGATIVE IONS
- ISOLATION AND DISCHARGE OF ELECTROMAGNETIC POLLUTION



# Our commitment to your perfect sleep.

Our goal is to perfect your sleeping process and that is why we want to support you every step of the way.

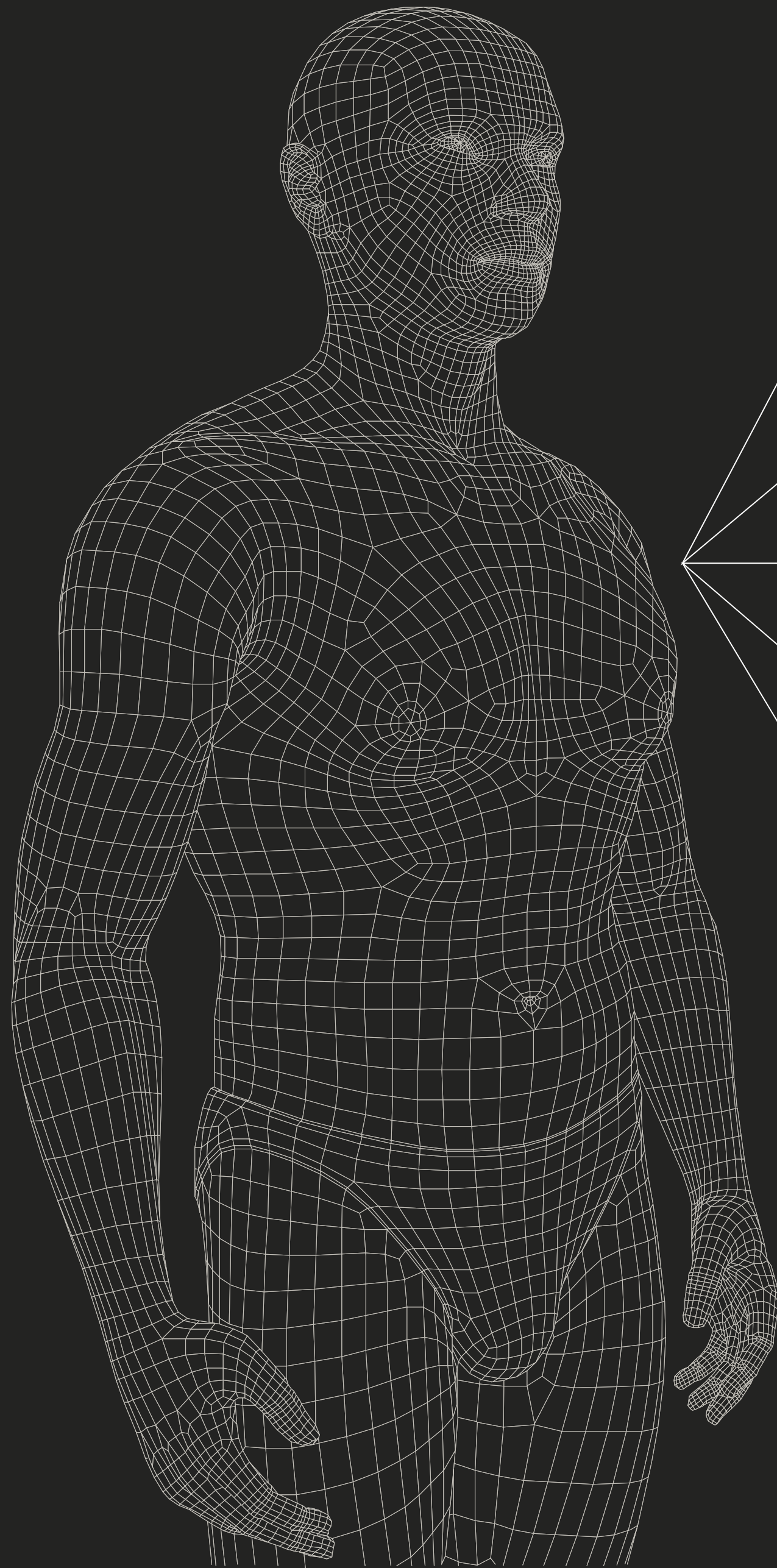
The first few weeks with HOGO are crucial to change your sleep habits effectively and adapt to a new sleep routine that optimizes your nightly recovery. For a seamless and easy transition, our Sleep Coach service will provide you with a sleep expert to guide you through this process and help you get the most out of your sleep system.

In addition, If you wish we can carry out analyses of immune parameters\* before and after sleeping in the sleep system, to get an objective scope of your personal progress..

\*THIS SERVICE WILL BE PAID FOR SEPARATELY.







SHORTENS RECOVERY TIME BETWEEN  
HIGH-PERFORMANCE SPORTING EXERTIONS

INCREASES THE SPEED AND QUALITY OF  
CONNECTIVE TISSUE RECOVERY

SHORTENS INJURY RECOVERY TIMES

DECREASES THE LIKELIHOOD OF INJURY

PROLONGS THE LIFE OF HIGH-PERFORMANCE  
PROFESSIONAL ATHLETES

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Professional athletes require having an optimal health.  
That is why HOGO System 08 has helped many worlwide  
elite athletes optimize their sleep.



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atlético de madrid

# El secreto de Marcos Llorente está en la cama

**El jugador de moda duerme en un lecho especial diseñado y fabricado científicamente que cuesta 35.000€**

**JAVIER G. MATAILLANAS**  
MADRID

**M**arcos Llorente sustenta su excelente estado de forma en tres pilares. Dos son conocidos: su predisposición y método para los entrenamientos y su alimentación especial y exhaustiva. Pero el rojiblanco tiene otro secreto para ser el futbolista más en forma de LaLiga en el regreso tras el parón por la COVID-19: la cama en la que duerme. Es especial. "Hogo es el único sistema de descanso del mundo, patentado y garantizado científicamente, que reduce la edad biológica de forma natural frenando el proceso de oxidación e inflamación por el cual envejecemos", puede leerse en la presentación del producto a futbolistas de élite. Aporta "un sistema de descanso capaz de mejorar la salud de las personas de manera inmediata".

Además de la dieta Paleo y su afición al crossfit, y de dar todo en cada entrenamiento, el secreto de Llorente es el des-

Marcos Llorente, durante un entrenamiento con el Atlético en Majadahonda.

**Virtudes**  
Acorta los tiempos de recuperación y disminuye

DE CERCA

Marino Cid Fundador y consejero delegado de Hogo

## "Convertí un problema en un sueño"

Cid inició un viaje desesperado para encontrar el mejor colchón y llegó a Granada, donde se fabricaba uno que mejoraba la salud. Hoy es propietario de una marca que disfrutan los futbolistas Marcos Llorente e Ibai Gómez o los huéspedes de la cadena Bliss.

**Envidia Vieja, Madrid**  
En este problema que los científicos que padeció Marino Cid (Madrid, 1982) hace unos años le resultaba familiar y que en estos días de crisis sanitaria y económica se hacen agudizados. Imposibilidad de conciliar el sueño y de desconectar la cabeza de los problemas duran hasta el punto de tomar medicamentos para dormir. "Me metía en la cama y el ruido de la cabeza no me dejaba dormir, me podían dar los cuatro o los cinco de la mañana y terminaba durmiéndome por puro agotamiento", reconoce Cid, que en ese momento trabajaba en un estudio de arquitectura. Sin un intento de poner solución a su problema estudió qué materiales favorecían el descanso, consultó a médicos que le agudizaran a entender los motivos que explicaran su falta de sueño y incluso llevó investigaciones científicas.

Esta incógnita llegó a la Real hasta Granada, donde visitó una fábrica de colchones que aseguraba tener una patente que mejoraba la calidad del sueño. "Fui y quedé loco a sus unas ganas", explica Cid, que para responder a esta duda decidió confiar en ellos y probar sus productos. Hoy, y tras crear la marca Hogo, es propietario, junto a sus socios Juan Alfaro, de dicha fábrica y de la patente que ha permitido llevar al mercado el que está reconocido como mejor sistema de descanso del mundo.

**"Nuestro poco exagerado"**  
Distintos estudios de la Universidad Complutense de Madrid, de la Universidad de Granada o de la Psychosomatosomatology Research Society de EEUU confirman que nuestro sistema de descanso ralentiza la edad biológica de forma natural.

**"El colchón de la eterna juventud"**  
"No dormir lo suficiente y hacerlo de forma incorrecta deteriora el sistema inmunológico, aumenta los niveles de ansiedad, altera los de azúcar en sangre, empeora el sistema inmunológico y puede provocar un aumento de peso. Además, cuando las probabilidades de que tus artrosis cronónicas se hagan y se vuelvan más frías, aumentan las opciones de tener una enfermedad cardiovascular o un infarto. También se sabe que dormir mal está detrás de enfermedades como el Alzheimer".

**"Si es algo tan relevante, ¿por qué crees que no lo damos importancia?"**  
Dormir mal un día no es sinónimo de nada, el problema es cuando se

convierte en una rutina. Descansar no es importante, es vital. Todos los procesos regenerativos de nuestro organismo se realizan durante las horas de sueño. El descanso está concebido para recargar las pilas, pero no lo tenemos en la cabeza sino algo que influye en nuestra salud como la dieta o el ejercicio.

**"¿Qué diferencia a Hogo de otros sistemas de descanso?"**  
Cada cuerpo es diferente y la contaminación electromagnética gracias a que incorpora grúas y púas, que ayudan a canalizar y proteger a las personas de dicha contaminación. Además, nuestra almohada, el tapete y la manta están elaborados con lana de ovino merino procedente de Nueva Zelanda y cubren el 75% del material termorregulador que mantienen la temperatura corporal y evita las promesas de detoxificación o fito que interrumpen el descanso. La fibra de coco que com-

**Una cama personalizada desde 18.500 euros**  
Los colchones Hogo incorporan grúas y púas para combatir la contaminación electromagnética que acumulan por la exposición a ordenadores o móviles, también fibra de coco, que absorbe la humedad y produce ionización negativa. La almohada, el tapete y la manta son de lana de ovino merino y de castoreo, termorreguladores que mantienen la temperatura corporal. Gracias a la flexibilidad de la madera de hogo de su armazón se adaptan los apilamientos verticales mientras dormimos. La cama se adapta a cualquier peso de cada usuario.

**Aparte de ser fundador de Hogo, ¿para a Juan Alfaro, Marino Cid es más de diferentes regiones de naturaleza de diseño de interiores, gestión de proyectos y ejecución de obra.**

**"No dormimos un sistema barato."**  
¿Cómo pagarías por mejorar tu salud y por poder disfrutar de más tiempo de vida de calidad? Una de las conclusiones de una investigación realizada por la Universidad Complutense de Madrid y el Hospital Universitario 12 de Octubre es que "el descanso en el sistema Hogo supone un rejuvenecimiento significativo de la edad biológica y un mejor estado de salud. Esto supone poder conseguir una esperanza de vida mayor y más saludable". Con que el precio no lo de menos, pero efectivamente no es un sistema barato. Ociosamente los 18.500 euros y los 39.000 euros, y garantizamos contractualmente la mejora del sistema durante a nuestros clientes. En caso de que se no se produzca esta mejora, devolvemos el importe íntegro del sistema, aunque aún no nos lo pague.

**"¿Cómo que Hogo es mejor que lo suficiente en la velocidad?"**  
Podemos convertirnos un problema en un negocio que hoy es un sueño, pero efectivamente el problema es que en España hay emprendedores con ideas estupendas que no tienen forma de florecer. En la fábrica de Granada, donde hacemos ahora Hogo, intentamos poner que habita desarrollado durante más de treinta años y no vemos posibilidad de expandirse y de desarrollarse al negocio. Los españoles estamos altamente cualificados, pero no creemos en nosotros mismos, nos falta confianza".

**Desde el principio decidimos apostar por los mejores materiales y han sido sencillos científicos los que nos han dicho dónde encontrarlos y cómo incorporarlos a nuestros sistemas de descanso.**

**"Háblame de personalización, ¿por qué es tan complicado hacer un colchón para cada tipo de persona?"**  
Nuestros no fabricamos en masa. Realizamos un estudio personalizado de cada cliente previo a la fabricación, adaptando el sistema de descanso a su altura, a su peso y a su resonancia. Gracias a la flexibilidad de la madera de hogo procedente de bosques de Bormuda con la que elaboramos nuestros sensores mejoramos el control postural de forma natural y absorbe la humedad del ambiente y del propio cuerpo, además de producir ionización negativa.

**"Nueva Zelanda, Tibet o Ecuador, ¿hace falta ir tan lejos para fabricar un colchón?"**  
El colchón procede de Ecuador y absorbe la humedad del ambiente y del propio cuerpo, además de producir ionización negativa.

ONLINE

FOCUS

%

ABO

f

Politik Finanzen Regional Perspektiven Wissen Gesundheit Kultur Panorama Sport Digital

## Tag des Schlafes (21.06.) - "Produktiver" regenerieren: Wissenschaftlich verifiziertes Schlafsystem HOGO hemmt Stresshormone und reduziert biologisches Alter

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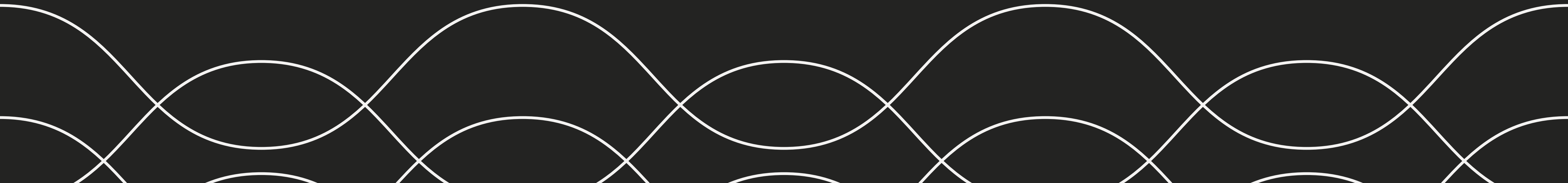
Expansión

FOCUS Germany

AS



Backed by  
science.





Department of Genetics,  
Physiology and Microbiology of the  
Complutense University of Madrid.

The Research group of Aging, Neuroimmune and  
Nutrition concludes that using the HOGO system  
results in a significant decrease in biological age  
and an overall better state of health.  
This can lead to a longer and healthier life.

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Elite partner of Real Madrid Next's  
1st Congress of Medicine and  
Science Applied to Sport.

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Published in the american  
scientific magazine  
Environmental Health.



Department of Genetics,  
Physiology and Microbiology of the  
Complutense University of Madrid.

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Elite partner of Real Madrid Next's  
1st Congress of Medicine and  
Science Applied to Sport.

Proper recovery for elite athletes is just as  
important as their training. That's why, as sleep  
experts, we're the perfect partner for international  
events dedicated to sports medicine.

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scientific magazine  
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Published in the american  
scientific magazine  
Environmental Health.

Using a bed with a system that insulates you from  
electromagnetic fields improves immune and  
hormonal function, decreases both oxidative and  
inflammatory damage, and slows down  
the ageing process.





The Sleep System includes:

- Individual articulated bed frame.
- Mattress and topper.
- Grounding connection.
- Merino wool blanket.
- Pillows.

Width(cm)	Length(cm)	Price €.
80	190	18.500
	200	18.700
90	190	19.000
	200	19.500
100	190	21.000
	200	21.500
135	180	29.000
	190	29.500
	200	30.500
150	190 ••	31.100
	200 ••	31.500
160	190 ••	33.500
	200 ••	34.200
180	190 ••	34.500
	200 ••	35.500
200	200 ••	39.500

•• 2 single mattresses.

\*For custom measurements, please contact us.



# Ready to unlock your sleep potential?



Once you have made your decision, we will send you a quote and start the production of your HOGO System 08 after a 50% down payment has been paid. The delivery time is approximately 8 weeks plus shipping time. We can also provide you with an additional service\* that calculates your biological age, using immunological parameters in collaboration with the Complutense University of Madrid.

If your biological age is not reduced after 4 months of continuous use of your sleep system, you will be entitled to return the system and the amount paid will be refunded.

CONTACT US:

HELLO@HOGOSYSTEM.COM  
HOGOSYSTEM.COM

\*THIS SERVICE WILL BE PAID FOR SEPARATELY.



We are not only the best partner  
for your sleep, we are also featured  
in the best showrooms and hotels  
around the world.

If you would like to try HOGO System 08, book an online consultation.

SHA WELLNESS CLINIC

BLESS COLLECTION HOTELS

PUENTE ROMANO BEACH RESORT





Sleep 100%.  
Live at 200%.





HOGGO