

GET SOME REST!

By Steven R. Ford



DO YOU HAVE TROUBLE FALLING ASLEEP? DO YOU LIE AWAKE AT NIGHT? DO YOU TOSS AND TURN, TRYING EVERYTHING AND ANYTHING TO NOD OFF? DO YOU TRUDGE INTO WORK EACH MORNING FEELING LIKE YOU'RE RUNNING ON EMPTY? IF YOU ANSWERED YES TO ONE OR MORE OF THESE QUESTIONS, YOU'RE NOT ALONE. ACCORDING TO THE UNITED STATES CENTERS FOR DISEASE CONTROL, INSUFFICIENT SLEEP IS A PUBLIC HEALTH EPIDEMIC. BECAUSE OF THIS RAMPANT PROBLEM, MONAVIE® CREATED A TREMENDOUS NEW PRODUCT TO HELP PEOPLE GET REST.

A sampling of data from leading health organizations (including the National Sleep Foundation) reveals some surprising sleep-related statistics:

- An estimated 70 million Americans suffer from insomnia.
- 75 percent of American adults say they have frequently experienced at least one symptom of a sleep problem in the past year.
- Among American adults, 62 percent experience a sleep problem a few nights each week.
- American adults average just 6.9 hours of sleep each night, while 29 percent reported getting fewer than 6 hours of sleep each night.
- Just 31 percent of high school students reported getting an average of at least 8 hours of sleep.



The long-term effects of not getting enough sleep go well beyond simply being tired in the mornings. Some research suggests a link between sleeplessness and weight gain. The National Sleep Foundation's 2003 Sleep in America poll found that among adults who are obese, 77 percent report some kind of sleep problem. A 2008 study published in the Annals of the New York Academy of Sciences found that sleep deprivation increases levels of the hunger hormone, ghrelin, and decreases levels of the satiety hormone, leptin. The effects may lead to overeating and weight gain. Researchers also found that in people sleeping less than eight hours (74.4 percent of the sample), increased BMI was proportional to decreased sleep. They reported that a 3.6 percent increase in BMI corresponded to an average nightly sleep duration decrease from eight hours to five hours.

So what can be done to help those who have problems dozing off? More and more, people are turning to sleep aids to help combat their sleep issues. From mood music to room scents to pharmaceuticals, the U.S. market for sleep aids already commands more than \$23 billion in revenue and is expected to grow 5.8 percent, year over year, by 2014. According to the National Sleep Foundation, among Americans who use a sleep aid, alcohol is the popular choice, followed by over-the-counter sleep aids, and prescription medications. Health conscious consumers are turning to alternative sleep aids, a product category which is expected to continue growing.

The good news is that there is a natural, healthy solution for the sleep deprived: **MonaVie Rest**™. This delicious drink features a blend of traditional ingredients used since ancient times to help promote relaxation and restful, restorative sleep. Brazilian grandmothers often prepare a tea very much like **MonaVie Rest** to help those with difficulty sleeping, a recipe that has been used for generations. That same herbal combination was used in a 2005 study of infantile colic published in *Phytotherapy Research*, which found that the phytotherapeutic agent (combination) produced measurably significant, soothing results compared to placebo. Now, MonaVie shares these secrets with the rest of the world!

MonaVie Rest doesn't require a prescription, isn't a drug, contains no alcohol, and is non-habit forming. It's a natural, refreshing way to take the edge off a tough day and help people unwind. **Rest** helps promote a

calm, relaxed state with a tasty blend of 16 fruits, as well as fennel, lemon balm, chamomile, and inositol, each included for their unique benefits.

So stop counting sheep and turn off the white noise machine. **MonaVie Rest**, with its traditional blend of 16 fruits and natural, herbal ingredients, can help achieve that elusive, deep, satisfying sleep people everywhere are lacking. Anyone who has trouble relaxing at night and falling asleep can benefit from this great tasting product. Open a can of MonaVie's new beverage before bed, and get some **Rest**.

Fennel (*Foeniculum vulgare*) has been used for its soothing, relaxing properties. Fennel is known for its antispasmodic properties that can have a calming influence throughout the body. In a study of methods that Arab mothers employ to soothe babies, fennel tea was one of the most commonly used herbal remedies.

Lemon balm (*Melissa officinalis*) has a long history of use in traditional medicine as a mild tranquilizer and sleep aid. The terpenes, part of the pleasant smelling, volatile oil from this mint-like plant, may produce this herb's relaxing effects.

Chamomile (*Matricaria chamomilla*), a daisy-like, apple scented flower, is one of the most well-known relaxation herbs. The ancient Greeks and Egyptians, for instance, traditionally used chamomile to soothe nerves. Traditional chamomile preparations like teas and essential oils are used to help with insomnia, while modern scientific studies around the world have shown chamomile to have mild sedative and anxiolytic (anti-anxiety) properties.

Inositol is a natural carbohydrate compound that plays important roles in overall brain function. In the brain, inositol is involved in nerve signaling and communication between neurons, where it functions to balance serotonin levels and maintain normal relaxation.