

Courtesy of



SLEEP DISORDERS

1 in 3 Americans are needlessly affected by a condition that robs them of energy and vitality. This problem also causes disease and leads to early death.



**IT IS THE LACK OF
QUALITY SLEEP!**

Amazingly, the latest scientific research shows that a lack of sleep is causing our physical health, longevity, and emotional wellbeing to diminish at an alarming rate.

Research from the Division of Sleep Medicine at Harvard Medical School shows that, over time, chronic sleep deprivation can lead to serious medical conditions including obesity, diabetes, heart disease, and early death.

A lack of quality sleep causes anxiety, memory loss, fat gain, mood swings, high blood pressure, and a decrease in work and physical performance.

**LACK OF SLEEP
CAN CAUSE
INCREASED
RISK OF:**

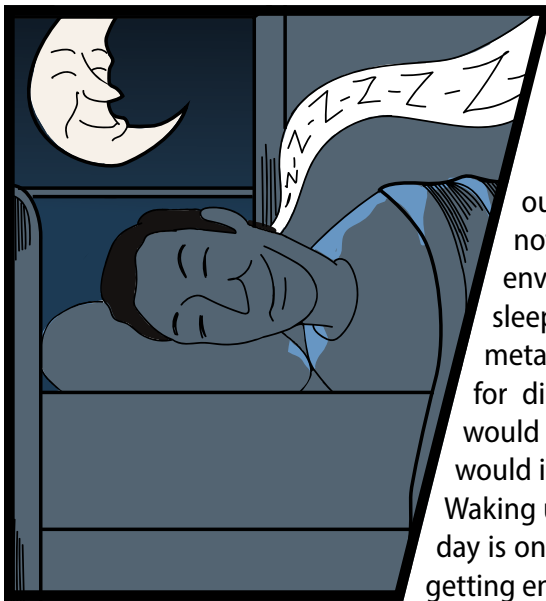
- INCREASED OBESITY
- LOWER METABOLISM
- ANXIETY
- MEMORY LOSS
- MOOD SWINGS
- HEART DISEASE
- LOW PERFORMANCE

DO YOU GET ENOUGH SOUND SLEEP EVERY NIGHT?

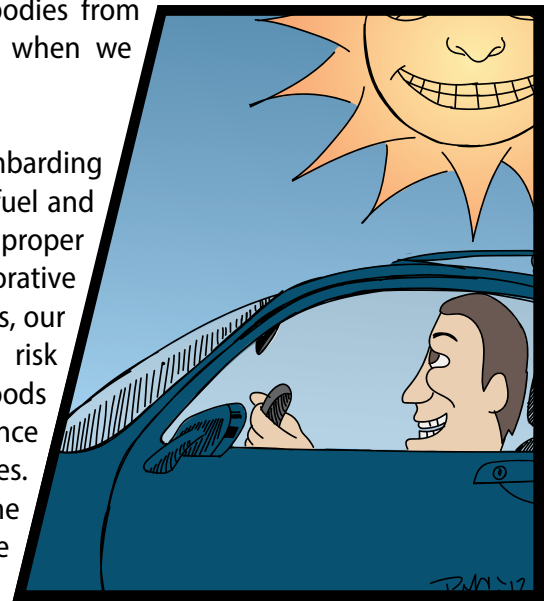
THE NATIONAL INSTITUTE OF NEUROLOGICAL DISORDERS AND STROKE CREATED A CHART THAT TELLS YOU HOW MUCH SOUND SLEEP YOU NEED PER NIGHT TO HAVE VIBRANT ENERGY DURING WAKING HOURS, AND TO WARD OFF DISEASE.

| GROUP | AGE | HOURS OF SLEEP NEEDED |
|--------------|---------------|-----------------------|
| Infants | 3 - 11 Months | 14 - 15 |
| Toddlers | 1 - 3 Years | 12 - 14 |
| Preschoolers | 3-5 Years | 11 - 13 |
| School Age | 5 - 10 Years | 10 - 11 |
| Teenagers | 11 - 17 Years | 8 - 9 |
| Adults | 18 + | 7 - 9 |

Notice that the older you get, the less sleep you need. This is in part due to our bodies becoming more efficient at repairing themselves and not having to worry about growing. Although we stop growing after a certain point, stress and poor diet keep our bodies from completing cellular repair when we don't get enough sleep.



We are constantly bombarding our systems with insufficient fuel and not providing them with the proper environment for sound, restorative sleep. If we make simple changes, our metabolisms would speed up, risk for disease would go down, moods would balance, and our performance would improve in all areas of our lives. Waking up refreshed and ready for the day is one of the first signs that you're getting enough sound sleep.

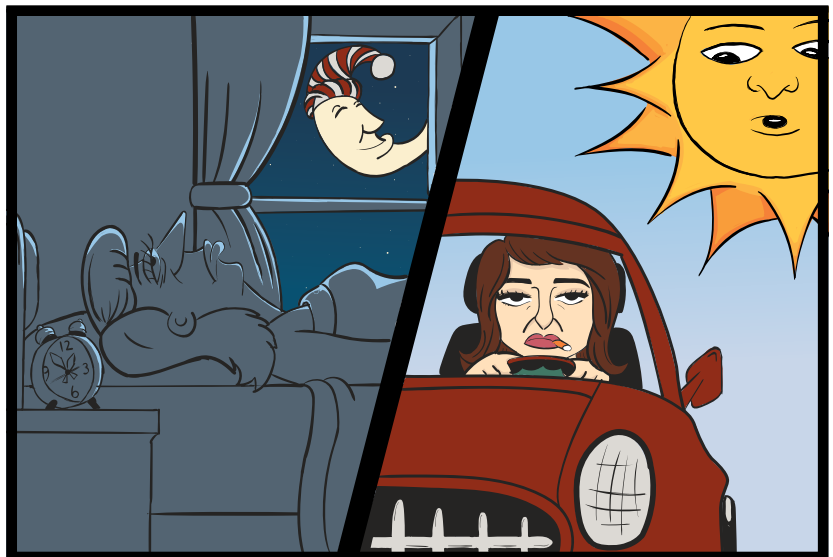


ARE YOU WAKING UP INVIGORATED, OR SLUGGISH AND IRRITABLE?

There are two types of sleep problems. The first comes from formal sleep disorders, like sleep apnea, narcolepsy, restless legs, or diagnosed insomnia. The other is even more prevalent: **DISORDERED SLEEP.**

The latter is when you are getting enough hours of sleep; however, it's missing quality. An adult might sleep 7-8 hours but they don't wake up refreshed.

The reality is they are getting only 3-4 hours of quality sleep because they are restless throughout the night. Does this sound familiar? It does for the majority of Americans.



Research reports that 85% of all sleep problems are lifestyle-related and curable by following healthy habits.³ The largest recorded cause stems from the 55 million prescriptions given each year.⁴

Many are supposed to help with sleep problems. Prescription sleep aids and many over-the-counter drugs work by trying to force your body to sleep. That's why the label says not to drive or operate heavy equipment while on them. This type of chemical drug-induced sleep doesn't allow your body to get that deep, restorative sleep it needs to achieve optimal health.

Years of documented research show that, in order to get all the health benefits sleep offers, you need to spend as much of your resting hours in REM sleep as possible. REM stands for "rapid eye movement." It is the term used for the time when you are sleeping soundly and your body is repairing and rejuvenating cells and tissues.

Scientists discovered your eyes twitch rapidly during this time and it's when dreaming occurs. You may not remember your dreams but dream you do.



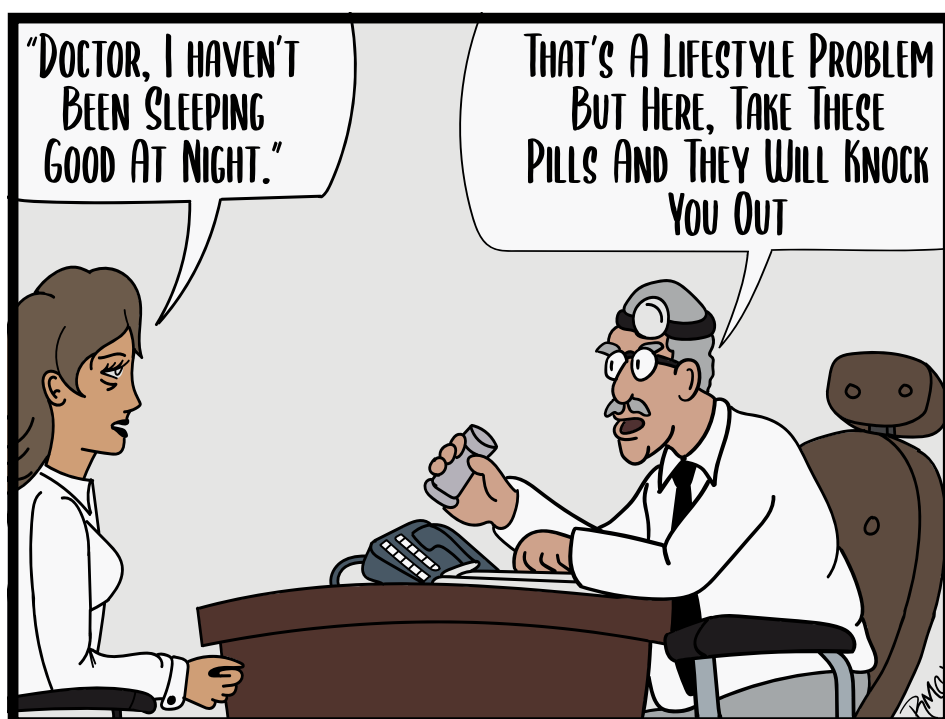
Harvard University's sleep research division emphatically states, "Certain medications will significantly, if not entirely suppress REM sleep from happening."

Other than medications, the most common reasons for low quality sleep is a lack of brain/body-calming nutrients and poor physical sleep habits.

The Standard American Diet (SAD) of processed foods and caffeine-packed beverages and supplements lack the nutrients our bodies need to achieve deep, sound sleep. Our poor physical habits near bedtime are another reason you're not getting quality rest.

Now that you're aware that certain medications, food choices, and physical habits near bedtime are the main culprits in preventing a good night's sleep, we can do something about it. You no longer have to be part of that 85% of the population with curable sleep problems.

Let's switch gears and look at the absolutely incredible health benefits you can achieve by ensuring a deep, sound sleep every night.



SLEEP KEEPS YOUR HEART HEALTHY

Heart Disease is the #1 killer today. High stress levels and inflammation tax your heart when you don't get enough sound REM sleep. Research studies on heart disease risks, like cholesterol levels, inflammatory markers, and free radical levels are all lowered when an adult gets 7-8 hours of good, restorative sleep per night. This also lowers heart disease risk.

Our bodies utilize REM sleep as a time to reduce inflammation, balance lipid levels, and restore healthy cell function.

SOUND SLEEP CONTROLS WEIGHT & BODY FAT LEVELS

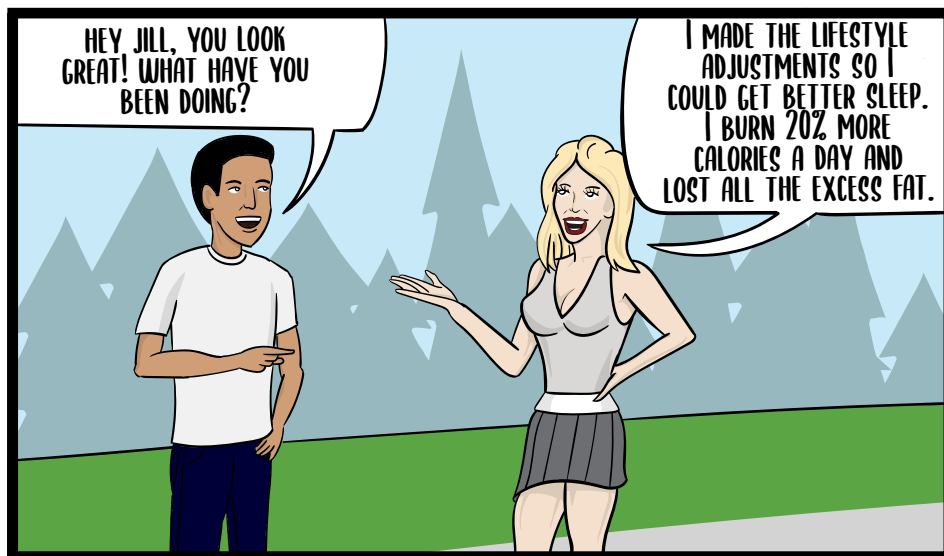
Hormones that control appetite are disrupted when you don't get enough sleep. Your normal balances of cravings, or lack thereof, become distorted. You not only crave more calories, but the calories you seek are high in fat and processed foods full of sugar. Said foods not only lead to weight gain, they also increase your risk of disease.

Research from Uppsala University in Sweden found that insomnia can encourage your body to pile on the pounds by slowing down your metabolism. Even a single night of missed quality sleep had an impact, reducing energy expenditure by up to 20%. So, if you eat the same amount of calories after a poor night's sleep, you will store 20% of your intake on that day as fat. 6, 7, 8

SLEEP RELIEVES STRESS

The damaging effects of stress can be compensated for while you sleep. The physical damage stress causes is a lot of wear and tear on your cells, tissues, and nervous system. Stress hormones and blood pressure rise with elevated stress levels. Your body can reset itself when you get 7-8 hours of restorative REM sleep per night. If you don't, there's a cascade effect of anxiety that can literally drive you crazy.

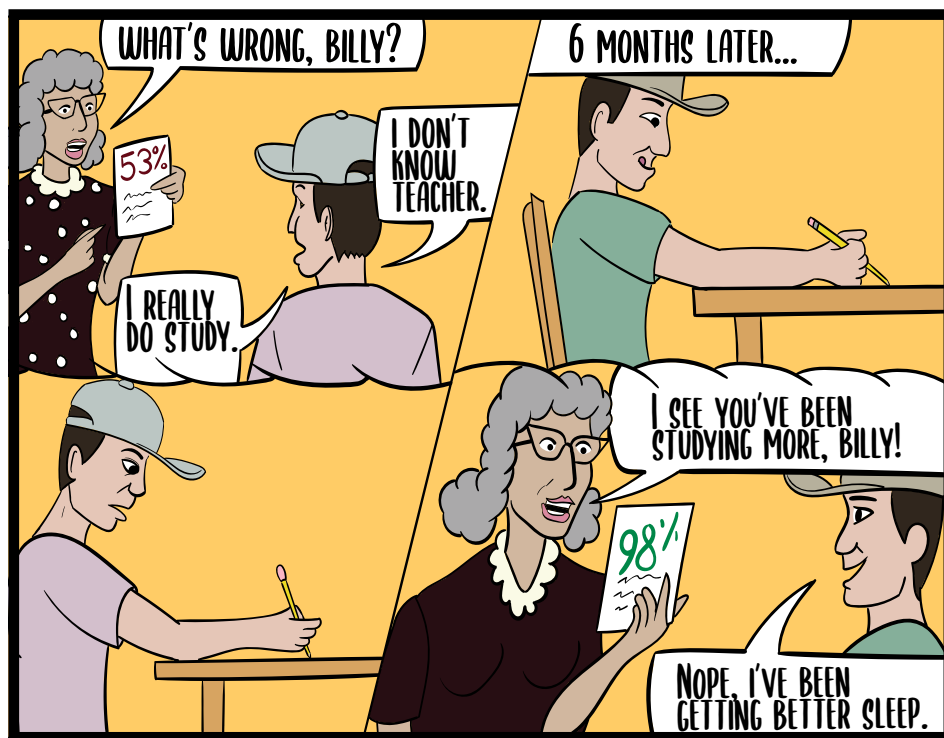
A good night's sleep lowers blood pressure and elevated stress hormones. Cells are repaired and the aging process is slowed back down. Instead of stress affecting you more the next day, you will be able to handle and cope with stress better after a night of restorative sleep.



SLEEP IMPROVES YOUR MEMORY

Research published in 2011 in the Journal of the American Medical Association found that quality sleep helps your brain process new experiences and knowledge, increasing your understanding and retention. When you're in sound REM sleep, your brain is busy organizing and correlating memories. This process is called "memory consolidation."

In a study of nearly 300 women, those who didn't get good sleep had an 85% greater chance of developing dementia after 5 years.



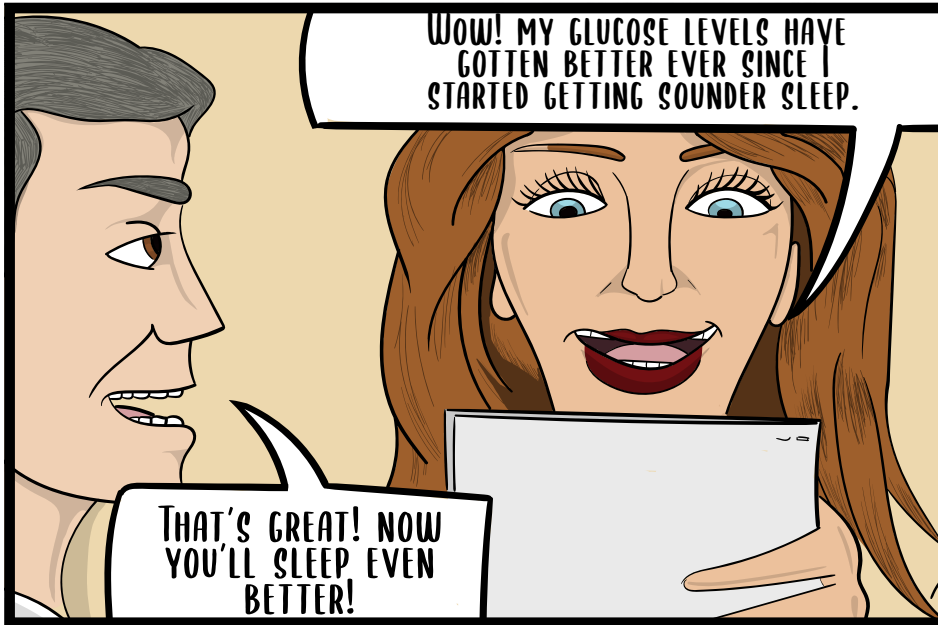
How long have you not been sleeping well?

SLEEP BOOSTS YOUR IMMUNE SYSTEM AND PERFORMANCE

When you sleep well, your body keeps your immune cells active. Sleep deprivation alters immune function and makes you susceptible to disease and infection. When you sleep soundly, your body produces extra protein molecules that help strengthen and rebuild muscles. Those same molecules also help your immune system mend at the cellular level, creating a stronger body from all aspects.^{10, 11}

SLEEP LOWERS RISK OF DIABETES

Your body doesn't process glucose efficiently when there has been a lack of sleep. Research has shown that adults who sleep 5 hours or less per night have a greatly increased risk of developing diabetes. Another key factor is that your body will convert unused glucose to fats and store them, and this is after the diabetes-inducing damage from elevated glucose levels has been done.



SLEEP HELPS WITH ANXIETY

Most people have experienced feeling irritable after a poor night's sleep. Studies show that longterm, limited deep sleep leads to mood disorders, such as depression and anxiety. When calming brain nutrients and sleep habits are restored, anxiety and depression subside.¹³

Do you experience any of the above symptoms?

If you do, these are just warning signs of greater problems to come, like heart disease, diabetes, cancer, and accelerated aging. It doesn't have to be this way though. There are adjustments you can make to ensure a good night's sleep.

To help you create a plan to get better sleep, let's take a detailed look at the most common mistakes that rob individuals of quality REM sleep.

The big three:

1. Drug intake (prescriptions, over-the-counter medications, and caffeine)
2. Nutritional choices with daily diet
3. Physical habits that involve getting ready for bed (including your sleep environment)

"REM sleep deprivation is becoming a national health crisis."

The National Institute of Health Consensus stated that sleep deprivation is becoming a national health crisis. They went on to say that a large percentage of Americans show some symptoms of insomnia and should actively make lifestyle changes in order to alleviate them.

Symptoms include:

- Feeling unrested in the morning
- Skin aging, bags under eyes, wrinkles
- Drowsy during the day
- Impatient, irritable, moody
- Poor decision making
- Poor social relationships
- Lack of focus or sustained concentration
- Weight gain with or without increased calories
- Low motivation

THE BENEFITS OF GETTING THE QUANTITY AND QUALITY OF SLEEP NEEDED ARE EXTENSIVE. THEY CAN MAKE A HUGE DIFFERENCE IN YOUR QUALITY OF LIFE. IT IS VITAL THAT YOU PLACE A PRIORITY ON GETTING AMPLE, CONSISTENT SLEEP.

THE BIG 3 LACK-OF-SLEEP CULPRITS



1. **DRUG INTAKE**
2. **NUTRITIONAL CHOICES**
3. **PHYSICAL HABITS THAT INHIBIT REM SLEEP**

1 DRUGS

Prescription and over-the-counter drugs are chemicals designed to force a reaction in the body. There are times that drugs are needed, and that is a personal choice between you and your doctor. The important things to remember are that every drug has a side effect, and every drug takes away certain nutrients from your system in order to work. All drugs must have their side effects listed. The alarming thing is that a large amount of drugs lead to disordered sleep.

Prescription and over-the-counter sleep aids are **NOT** designed to help you get quality REM sleep. These drugs work by forcing sleep. Harvard University studied prescription drugs, including sleep aids, and determined that many prescription and over-the-counter drugs "significantly, if not entirely, suppress REM sleep."

2 NUTRITIONAL CHOICES

Nutritionally, it is important to understand that specific nutrients

in foods you are supposed to eat are used to calm your body and mind through the release of serotonin. If your brain doesn't have access to those nutrients, your body will stay tense, but your mind will feel tired and dazed. **You are not awake enough to be productive but your body isn't relaxed enough to fall asleep.** Sound familiar?

Sleep is the only time when your body switches to repair and regenerate mode. Your body then uses nutrients to help digest and deliver nutrition to cells so your body can repair them. If your body doesn't have enough nutrients, you might wake up at times during the night. This happens because your body needs more restorative nutrients and it disturbs your sleep patterns while it searches for them. A diet full of white flour and processed sugars severely lacks nutrients needed for serotonin production and cellular rebuilding.

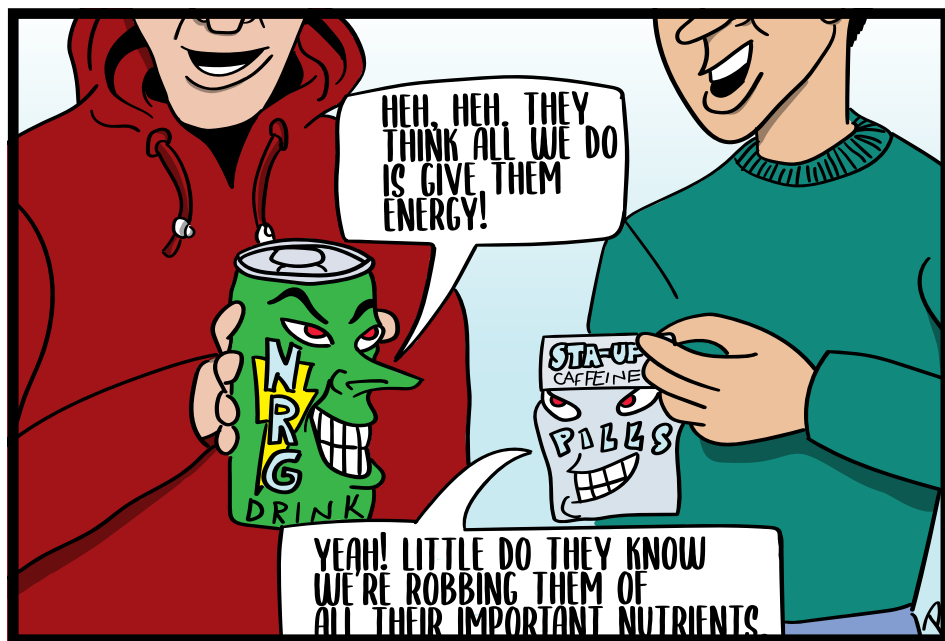
Caffeine especially synthetic forms found in energy drinks and pills, can severely deplete nutrients like tryptophan and specific vitamins



and minerals your body uses to create deep, restorative sleep cycles. Consuming caffeine too close to bedtime causes disordered sleep.

Caffeine is a metabolic stimulant that keeps you awake and alert if it is from food. If it is by itself or in synthetic form, it will make you nervous and jittery because the caffeine is depleting key nutrients from your body.

Caffeine uses up a lot of B Vitamins and other nutrients in order to provide its metabolic effects. Consuming caffeine outside the whole food form depletes nutrients



See more in the nutrition section on pages 8 and 9.

needed to prevent nervousness, irritability, and sleep disordered patterns. Consuming highly processed and overcooked foods within two hours of bedtime forces your body to work on digesting that meal, instead of switching cycles to restorative sleep.

Since processed and food cooked over 118°F are devoid of digestive enzymes, your body has to work extra hard. This leads to never completely getting into deep sleep, until the food is digested.

3 PHYSICAL HABITS THAT INHIBIT SLEEP

Sleep experts have determined that most Americans sabotage a good night's sleep not just by their diet, but also by not creating a proper environment for REM sleep. Here are the most common sleep sabotaging mistakes researchers have unearthed:

- Going to bed at different times every night
- Doing work projects while in bed/bedroom
- Watching TV from bed
- Allowing kids or pets to sleep with you
- An uncomfortable mattress
- Not getting exercise during the day

When certain nutrients are present, and your sleeping space is adequately dark, your body releases specific hormones to promote sleep and keep you in the REM phase. An environment that has lights from computers, televisions, phones, hall lights, outside lights, or even too bright of an alarm clock can block your pineal gland from releasing its calming sleep hormones.

Now that you know the three biggest anti-sleep culprits, we can lay out a plan to ensure you get the best chance of a sound night's sleep.

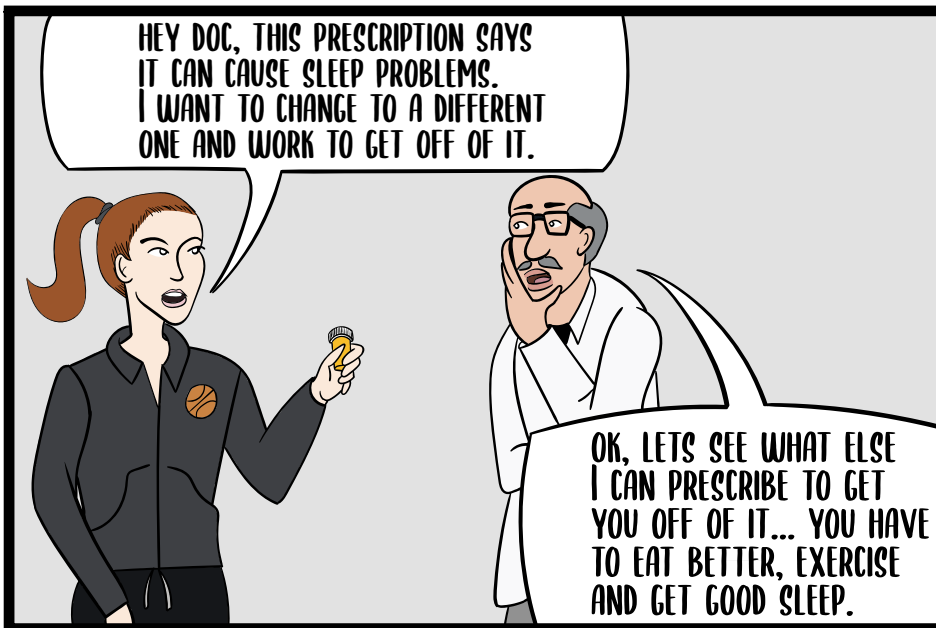
The goal is to help you get and stay in REM sleep so your body can restore itself. This will lower your risk of disease, prevent premature aging, reduce body fat, and allow you to wake up invigorated with vitality and zest for life.

The #1 physical habit that inhibits sleep:

HAVING TOO MUCH LIGHT IN THE ROOM

FIVE STEPS TO DEEP, RESTFUL REM SLEEP

1 MONITOR YOUR MEDICATION USE TO MAKE SURE DRUGS ARE NOT KEEPING YOU FROM GETTING ENOUGH REM SLEEP.



If you are on prescription or over-the-counter medications, ask your doctor or pharmacist if the medication(s) can affect your sleep. Taking medications earlier in the day or even switching to alternatives might be viable options. Also, ask what lifestyle changes you can make to eliminate the need for drugs.

This holds true for sleep medications, too. Harvard University's sleep research department discovered that many medications do not allow your body to reach deep REM sleep. They just force you to sleep.

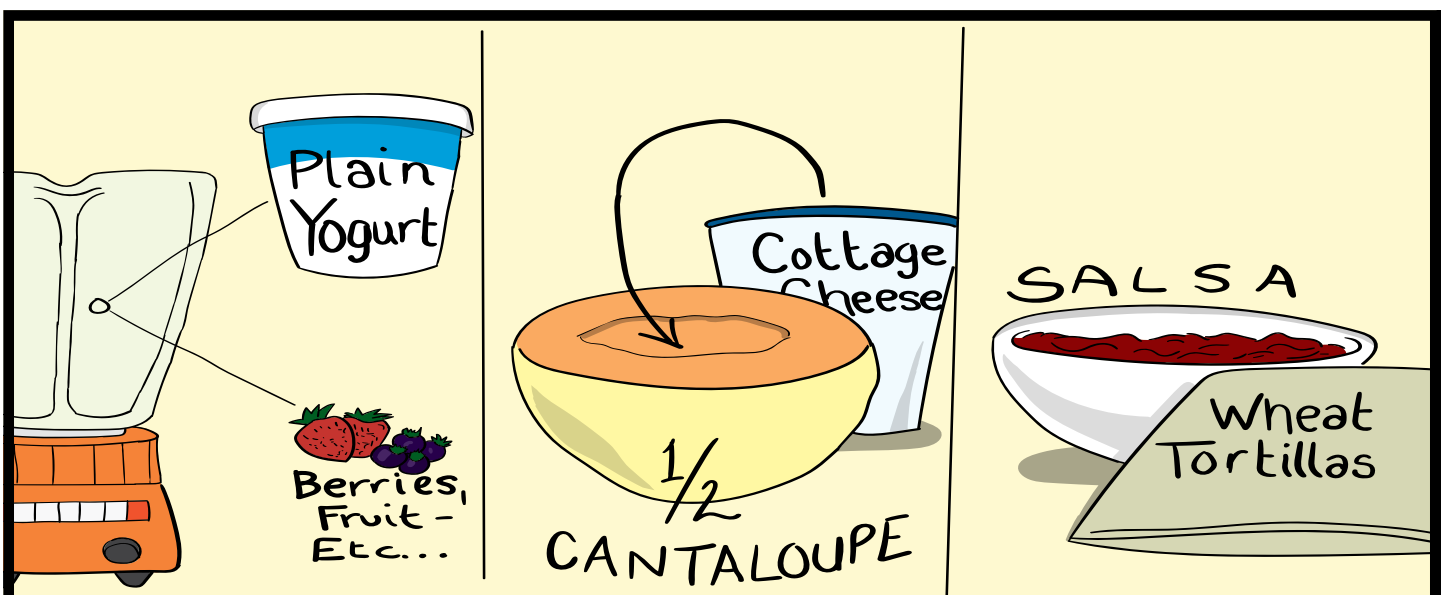
2 EAT A DIGESTION-FRIENDLY SNACK OR MEAL TWO HOURS BEFORE GOING TO BED.

Do not eat anything closer than two hours from bedtime.

Some great choices that help your body prepare for a good night's sleep are:

- Plain Greek yogurt with fresh fruit you add in
- Cottage cheese with a piece of fruit (cantaloupe, honeydew, etc.)
- Whole wheat tortilla chips with fresh salsa (not spicy)

Each choice has protein for your body to use to repair muscle, and carbs for cellular energy. Adding essential fatty acids, like ground flax seed, cold-pressed olive oil, or even a supplement, help balance hormone levels while you sleep. This actually helps you burn body fat.



IF YOU NEED AN ENERGY BOOST DURING THE DAY, GET IT FROM NATURALLY-OCCURRING ENERGY NUTRIENTS.

3

There is naturally-occurring caffeine in some foods. Now, caffeine shouldn't be taken within five hours of bedtime, but the big problem is that synthetic or straight caffeine taken anytime pulls calming nutrients from your system. Natural caffeine in foods has what your body needs to keep your anti-anxiety/nervousness nutrient levels up.

Even the energy products that claim not to create a crash are misleading. If you watch the commercials or read the labels closely, you will see that the "no crash"

claim is limited to the fact that they don't contain extra sugars. You are still dealing with the side effects and the dreaded crash because of a lack of energy and nutrients in synthetic caffeine.

HERE ARE THREE HEALTHY ALTERNATIVES:

Green Tea

Make a cup of green or matcha tea, the latter being a more potent form. You will also gain antioxidant benefits.

Yerba Mate Tea

Another popular herbal brew that has a lot of natural energy compounds.

Optimal B Awake™

A potent natural energy formula that doesn't use any caffeine by itself, or any synthetic caffeine. Its energy boost is extremely powerful because it feeds your body's cells with nutrients you use to make ATP (energy). All herbs and nutrients are predigested with a proprietary and patented mineral delivery system called Opti-Blend™.

It also includes a full array of B-Vitamins. The ingredients have been proven to boost mental alertness and focus. Most energy products create nervous energy. This formula does not.

Note:

Once your diet and exercise programs are clean and consistent, you shouldn't need additional energy boosts too often. When you do, use these three choices so you don't create nutrient deficiencies and further prolong the situation and create sleep problems.

Healthy Energy Choices



4

CREATE AN ENVIRONMENT FOR GOOD SLEEP

Regular Schedule

Set a specific time to prepare for bed and be in it. This schedule needs to be followed for a minimum of 5 days per week.

Darkness is Your Ally

Keep your bedroom dark when trying to sleep. This is a must! Completely turn off all light-emitting electronics, and anything that gives off light. If you have a mobile phone that must stay on, place it face-down or cover it so no light is showing. If you need an alarm clock, dim the light as much as possible. The darker the room, the more sleep hormones your body releases. Put a sleep mask over your eyes if you cannot eliminate all the light in your room.

Exercise Factor

Exercise at least 30 minutes per day, but not any closer than two hours to bedtime. Exercise will encourage your body to fall asleep faster. It wants to enter REM sleep so it can repair itself.

Sleep Break

If you can't fall asleep quickly, sit up and read a book. Do not work. Quiet activities like reading help your brain relax. Try having a book light or small lamp within arm's reach to turn if off. If you prefer reading on a digital device, darken the screen as much as possible without creating eye strain. Try switching the settings to a black background with white text, too.

Daily Dose of Sunshine

Get 15 minutes of sunshine per day. The Vitamin D from sunlight helps prepare your body to release sleep chemicals at night. If you have any health or life schedule issues that conflict with this, take a whole food Vitamin D supplement halfway through your day.



Note:

There are ample relaxation techniques available, be it yoga, meditation, counting, listening to calming music, etc. Find something that works for you, especially if your brain doesn't have an "off switch."

5

TAKE THE WHOLE FOOD SUPPLEMENT OPTIMAL REM SLEEP, A NATURAL FORMULA THAT PROMOTES RESTORATIVE SLEEP BY PROVIDING THE NUTRIENTS THAT REGULATE REM SLEEP PATTERNS



LEMON BALM



PASSION FLOWER



CHAMOMILE

THREE KEY FACTORS TO CONSIDER WHEN TAKING A SLEEP AID

1. Make sure the supplement does not have any drugs, synthetic vitamins, or chemicals. These ingredients will stop your body from reaching deep REM sleep. If the label has any ingredients that are not foods, herbs, plant enzymes, probiotics, or protein amino acids (tryptophan), do not use it.
2. Make sure the formula has scientifically-proven nutrients that help calm the mind and body. These nutrients are:
 - **Tryptophan:** an amino acid from protein. It is the most research-proven nutrient to help calm the body. The brain uses it to balance anxiety and stress-calming serotonin levels.
 - **Lemon Balm, Passion Flower, and Chamomile:** herbs that have been used for centuries. Their calming effects have been proven by countless university studies.
3. Your body needs specific nutrients to put and keep you in restorative REM sleep. A specific proprietary blend of Valerian root extract and hops can dramatically increase the amount of time spent in REM sleep.

A breakthrough study from a prestigious German university tested a specific Valerian/hops blend found in Optimal REM Sleep™. The study showed that participants stayed in REM sleep longer when using this blend than those who did not.

The reason: this combination feeds your brain consistently with the nutrients needed to fuel your deep sleep patterns.¹⁴



Valerian

The good news is that 85% of all sleep problems can be fixed by lifestyle changes. Research shows that, if you get consistent, quality sleep at night, you can dramatically lose unwanted body fat, elevate your metabolism, improve your immunity, slow the aging process, and reduce the risk of all major diseases.



FIVE STEP PLAN

1. Monitor any medication use
2. Eat only digestion-friendly foods close to bedtime, and don't eat any closer than two hours before bedtime.
3. If an energy boost is needed during the day, take a whole food energy supplement or herbal teas. Do NOT take caffeine/synthetic caffeine supplements or drinks.
4. Create a physical environment that promotes sleep chemicals to be released.
5. Take the Optimal REM Sleep™ whole food supplement if you need additional help getting to sleep and staying asleep. This supplement supplies the nutrients needed for deep, restorative sleep, instead of forcing your body to sleep.

CONCLUSION

Not getting enough deep, restful sleep is keeping 1 out of every 3 people from having all the energy and vitality possible in their lives. Most people don't realize that not getting 7-8 hours of quality sleep per night for even a short duration can lead to major diseases, such as heart disease, diabetes, high blood pressure, mood swings, depression, and obesity. Just one disordered night's sleep can reduce your energy and ability to burn calories the next day by 20%.

Many of us want to sleep as little as possible--or feel like we have to. There are so many things that seem more interesting or important than getting a few more hours of sleep. But, just as exercise and nutrition are essential for optimal health and happiness, so is sleep.

The quality of your sleep directly affects the quality of your waking life, including your mental sharpness, productivity, emotional balance, creativity, physical vitality, and even your weight. No other activity delivers so many benefits with so little effort.

FOOD AND SUPPLEMENT SUGGESTIONS

Optimal B Awake™ - For heightened mental and physical energy

Optimal B Awake™ is a way to gain immediate energy through organic and wholesome nutrients. Better still, it doesn't create mood swings or tax the adrenal glands.



Take 1-2 capsules in the morning or early afternoon.

Sleep-promoting food for 2 hours before bed:

- Plain Greek yogurt without any sugar additives, and add/blend in fresh fruit

- Cut a cantaloupe in half and fill the center with cottage cheese. You can also cut up honeydew melon or any other fruit and 1/2 to 1 cup cottage cheese.

- Make or buy fresh salsa with big chunks of vegetables in it. Eat with a wheat tortilla or bake up a sliced one if you want something crunchy. Do not make the salsa very spicy.

Optimal Calm™ - A natural sleep aid

Contains research-proven nutrients that calm anxiety and promote sound sleep: L-tryptophan, Valerian root extract, hops, passion flower, chamomile, and lemon balm.

Take 3 capsules 45 minutes before bedtime.



If you fall asleep easily but wake up in the middle of the night:
Keep a bottle and some water nearby and take 2 more capsules if you wake up.

CALL US AT: 1-(800)-890-4547 AND MENTION THE SPECIAL HEALTH REPORT #102 TO RECEIVE A SPECIAL FIRST-TIME DISCOUNT ON OPTIMAL B AWAKE™ AND/OR OPTIMAL CALM™ IF YOU FEEL YOU NEED THESE SUPPLEMENTS. WE CAN ALSO TAKE YOU THROUGH OUR DAILY NUTRIENT ASSESSMENT TO COVER ANY OTHER NUTRIENT NEEDS YOU MAY HAVE.

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These statements have not been evaluated by the Food and Drug Administration and are not intended to diagnose, treat, cure or prevent any disease.