

“Sleep and Chronic Disease, An Awakening”

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IDLife Sleep Strips use fast-acting oral strip technology instead of slow-acting tablets or capsules to deliver natural ingredients that are backed by scientific studies. The carefully developed sequential release will nurture your brain's neurotransmitters to promote a healthy sleep cycle that will allow you to:

- Get to sleep quickly
- Stay asleep
- Awaken refreshed

IDLife Sleep Strips Ingredients and their activity:

1. **Melatonin** - supports healthy sleep patterns as well as improves brain function through its antioxidant, anti-aging and immune support activities. Melatonin declines as we age and often leads to disruption of our sleep cycles.
2. **L-Theanine** - an amino acid that is able to cross the blood-brain barrier to deliver neuroprotective benefits that improves both our mental and physical stress and anxiety response while sleeping.
3. **5HTP (5-hydroxytryptophan)** – an amino acid that is a precursor to both serotonin and melatonin that increases healthy REM sleep and dreaming, and allows the brain to awaken with a positive outlook.

So what if I have a little trouble sleeping?

Poor sleep quality or quantity can be very debilitating, far beyond just feeling tired and sluggish in the morning:

1. **Sleep quality now may affect cognition later.** New clinical trials presented to the Alzheimer's Association July 17, 2012 from data from more than 15,000 participants in the Nurse's Health Study showed that women who regularly slept 5 hours or less a night had an increased risk for cognitive decline compared with women who regularly slept 7 hours per night.
2. **According to investigators above, sleep disturbances affect up to 50% of older populations.** Although these problems are often treatable, they have been associated with falls, morbidity and even mortality. Having abnormal sleep duration was cognitively equivalent to aging by 2 years, according to the investigators.
3. Another study at the San Francisco VA Medical Center examined 1309 women and found that **nighttime wakefulness representing sleep fragmentation led to impaired global cognition, verbal fluency, and verbal recall.**
4. The University of Chicago Medical Center conducted a study that stated, “It's always been thought that **the primary function of sleep was for the brain, but in addition to the brain, your fat cells also need sleep and are affected on a metabolic level. Without proper sleep, cells do not behave normally and can develop insulin resistance followed by diabetes.**”

5. Other studies quoted in a March 18, 2012 program about Health Problems from lack of Sleep pointed to:

• **Those women who slept fewer than 6 hours per night had a 62% higher risk of breast cancer.**

Those that slept 9 hours a night had a 28% lower risk.

• **Sleeping restlessly for 5 hours or less led to a 42% of women and 34% of men having increased inflammation and increased risk of urinary problems.**

• **Men under 45 that reported sleeping badly had twice the risk of death** than men who slept well.

6. **Other major sleep disorders** pointed to by the Centers for Disease Control and Prevention are:

- Insomnia
- Narcolepsy
- Restless Leg Syndrome
- Diabetes
- Cardiovascular Disease
- Obesity
- Depression

The take away message

Sleep inadequacy should not be taken lightly as the resulting risk of poor health goes far beyond the need to hit that snooze button in the morning. Sleep insurance is safe and effective with the IDLife Sleep Strip. You awake refreshed, relaxed and rejuvenated and with increased mental and physical energy to take on the day's challenges, and better resist debilitating disease.