

The Better Sleep Report

Techniques To Improve Your Sleep

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Do you lie in bed frustrated that you can't get to sleep? Do you toss and turn while your mind races faster than the speed of light? Does stress prevent you from falling asleep easily? Do you hit the sleep button way too many times and wake up exhausted?

Hi, my name is Julia, co-founder of Simple Smart Science. I've always had a fascination with how to improve my performance and live a happier life. Recently, I've been very lucky to work with some of the top scientists in the world on how to **think better and enhance my memory**.

Let me teach you these 8 simple methods to shutting the lights off in your head to allow you to get a good night's sleep and then show you the 1 **NEW** strategy I use to not only put me in a calm state but that actually helps my brain revive and be better for the next day.

You see, the National Sleep Foundation (NSF) suggests that Americans have a self-imposed sleep deprivation. They estimate that people now sleep 20% less than they did a century ago¹.

What's more, NSF did a poll in 2008 and here is what they found²:

- 36 percent of American drive drowsy or fall asleep while driving
- 29 percent of Americans fall asleep or become very sleepy at work
- 20 percent have lost interest in sex because they are too sleepy
- 14 percent report having to miss family events, work functions, and leisure activities in the past month due to sleepiness

¹ <http://www.sleepfoundation.org/article/sleep-related-problems/excessive-sleepiness-and-sleep>

² <http://www.sleepfoundation.org/article/sleep-related-problems/excessive-sleepiness-and-sleep>

WebMD states that,

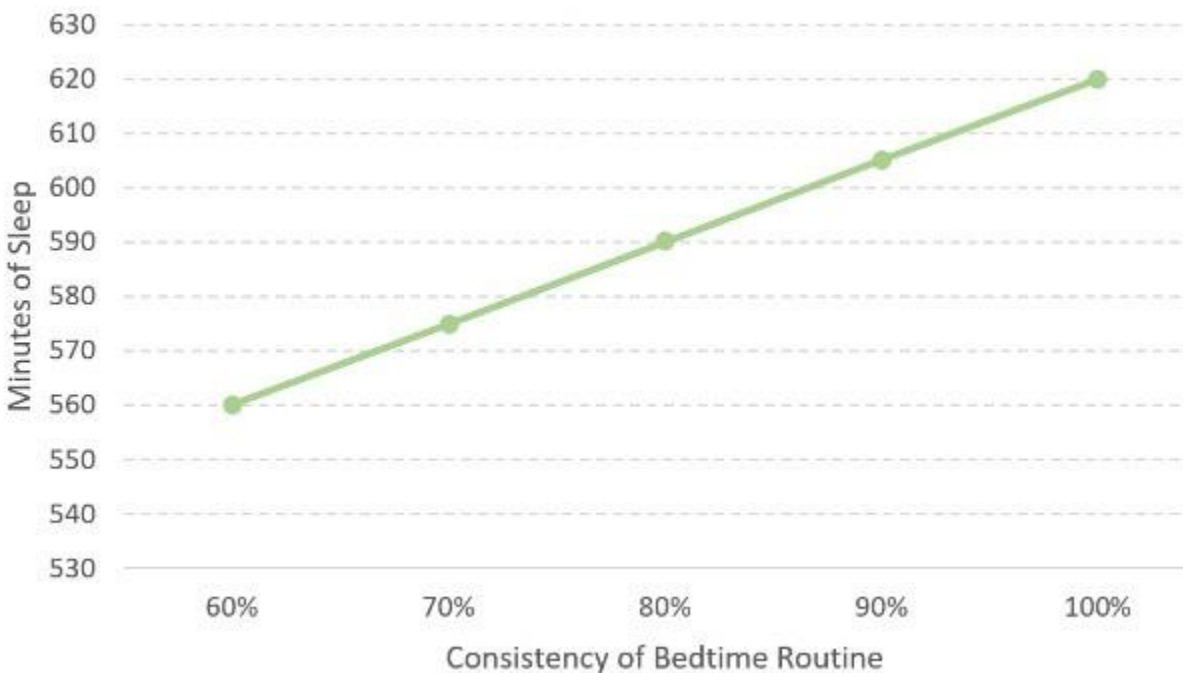
“Imaging and behavioral studies continue to show the critical role sleep plays in learning and memory. Researchers believe that sleep affects learning and memory in two ways:

- Lack of sleep impairs a person’s ability to focus and learn efficiently
- Sleep is necessary to consolidate a memory (make it stick) so that it can be recalled in the future.”³

So what can you do about it?

The best way to go to sleep quickly and peacefully every night is to have a **bedtime routine**.

As you can see in the chart below, a consistent bedtime routine increases your overall sleep. That’s why we’re giving you the steps to the best bedtime routine.



³ <http://www.webmd.com/sleep-disorders/sleep-deprivation-effects-on-memory?page=2>

Do these routine tips every night and I assure you, you will eventually fall asleep fast in a calm, relaxed space.

- 1) Eat a high fat and protein meal 3 hours prior to bed time (not any less). If you can't do this every night without gaining weight, at least try it for a few nights until you get in a routine of falling sleep.
- 2) Don't go to bed hungry – eat a light, healthy night time snack like a spoonful of peanut butter or almond butter.
- 3) Drink a cup of chamomile tea.
- 4) Make sure the temperature in your room is 67-70 degrees and that your feet are the same temperature as your body – if your feet are too cold, put on some socks – too hot, move them out from under the covers
- 5) Remove all electronics from your sleeping quarters.
- 6) Buy a wave machine and use it.
- 7) Turn out the lights, lie down and take 3 deep breaths.
- 8) Flex and curl your toes three times. Then move up every muscle group in your body, flexing and relaxing 3 times until you get to your forehead. If you're still awake by the time you get to your forehead, reverse the process and go back down your body.

Does this nightly routine really work? YES!

The trick is making time for yourself to shut down your brain before you go to sleep. If you go to bed with a lot on your mind or wound up over the day's events, you will just allow the space for your brain to go hog wild while you are lying there.

Once your body gets used to this routine, it will automatically start to shut down and relax the moment you start with number 1.

You deserve to wake up feeling like you can take on the world, every day!

Now, if you have a good bedtime routine and still struggle, here's the dirty little secret when it comes to sleep... a good night's sleep starts first thing in the morning.

That's right. What you do during the day is much more important for your sleep than what you do right before bed.

If you exercise, that will help you sleep.



If you drink a lot of water, that will help you sleep (just not 3 hours before bed – you don't want to wake up to go to the bathroom).

If you meditate and take a few moments to just let your mind race during the day, it doesn't need to do it at night.



Eating sugary foods negatively effects your sleep.

Drinking alcohol negatively effects your sleep.

Too much stress negatively effects your sleep.

Get the picture. A healthy life = health sleep.

There are a few more solutions to getting a good night's sleep I'd like to share with you that are a little more in depth.

This first one is a bit controversial and you can only get in some states (hint, hint).

I'd like to tell you a story about a friend of mine, Jenny (name has been changed to protect the innocent).

In her words...

“Trouble sleeping... boy do I hear you. That was my struggle for over 20 years, and I have tried EVERYTHING. Here’s a picture of me doing brain training to try to solve my sleep issue, but even that intense time and financial experiment didn't give me lasting results. “



But then she tried CBD oil and it changed everything for her. She’s sleeping longer and less interrupted for the first time. She swears by CBD oil.

Now, because CBD oil is a derivative from marijuana (even though it does not get you high), it isn’t readily available, but if you live in a state where it is legal, it is certainly worth a try.

Be careful of the dosage and the quality.

The next one is Bright Light Therapy.

Your body has an internal clock that tells you when it’s time to sleep and when it’s time to be awake. Our ancestors didn’t have the artificial light that we have today

and thus went to sleep with the sun and rose with the sun in a very natural and sleep inducing fashion.

With the event of the light bulb, all this went away. Now, we have people referring to themselves as 'night owls' or 'I'm not a morning person'.

Hogwash, I say. We can train ourselves to get used to anything, right?

The internal clock in your body is located in the brain just above an area where the nerves travel to the eyes. This area is called the SCN.

Your clock controls your "circadian rhythms". These rhythms include body temperature, alertness and the daily cycle of many hormones.

Circadian rhythms make you feel sleepy or alert at regular times every day.

With all the artificial light we have nowadays, many people have circadian rhythm sleep disorder. This creates poor sleep and all the harmful side-effects that come with it.

The goal of bright light therapy is to reset your internal clock to have more healthy sleeping patterns.

The therapy includes exposing yourself and your eyes to intense bright light at regular intervals to 're-set' your clock.



And it works wonders, if you don't have severe sleep problems. Talk to your doctor today if you feel like this treatment would work for you.

Now, before you start saying that you have tried everything under the sun, or you want to stay away from marijuana derivatives and not have the high medical and equipment costs associated with Bright Light Therapy, I want you to know that there is one more way to fall asleep naturally.

This method will help you get relaxed, and stay relaxed, enough to shut that light off in your head, repair your brain, improve your memory AND wake up feeling rejuvenated and fresh for the day.

Sounds too good to be true? I know, I thought so to until I tried it.

So, how do you help yourself sleep better boost your memory while you sleep?

First you need to have an understanding of what happens in your brain while you sleep.

Sleep is critical to our health. Our nervous systems need a good night's sleep to work properly.

Think of your brain as a series of roads and superhighways. The scientific term for the freeways and roads is neurotransmitters and they carry the cars, or brain signals, from their beginning destination to their end destination – the neurons

During the day, there are many neurotransmitters at work carrying all types of signals to every neuron in your brain. The braking mechanism for all this activity is a chemical called gamma-aminobutyric acid or GABA. GABA puts the brakes on the activity in your brain.

With sufficient GABA you can relax and go to sleep, without it WEBMD states that,

“Both sleep problems and anxiety disorders may result from problems with GABA, which helps neutralize the effects of glutamate, a brain chemical that causes excitement. When there is too little GABA, it causes those racing thoughts that characterize anxiety -- and keep you up at night”⁴

As it turns out, your brain doesn't create a chemical to put you to sleep– It actually creates a chemical to stop activity in your brain, which then allows you to fall asleep.

While you sleep, those neurons that work all day have a chance to shut down and repair themselves⁵. If you don't sleep, your neurons may become so depleted in energy and so polluted with the trash produced by normal cellular activities that they begin to malfunction.

This is exactly what happens when people say they are so tired they can barely see straight.

Over time, sleep deprivation can cause series health problems - one of the first things to go – your memory.

⁴ <http://www.webmd.com/sleep-disorders/news/20030912/chemical-may-link-mood-sleep-problems>

⁵ <http://news.sciencemag.org/brain-behavior/2013/10/sleep-ultimate-brainwasher>

The US National Library of Medicine reports that about 40% of all people 65 years old or older have age associated memory impairment⁶. In the United States, that's about 16 million people.

That means you have a bit less than a **1 in 2 chance** of your memory failing you simply because of your age. Not to mention stress, lack of sleep, diet, genetics... the list goes on and on.

Here is what can happen from lack of sleep:

- Stress from low performance at work, possibly even losing your job
- Relationship problems with friends, family, loved ones as a result of forgetting important dates
- Wasting days and eventually years of your life trying to remember all the little things like where you put your keys, wallet, etc.
- Stress and anxiety from not thinking clearly
- The embarrassment of having more 'senior moments'

Have you experienced any of these recently?

You're not alone.

Insomnia and sleep related problems account for over \$16 billion in medical costs each year in the US alone. The indirect costs due to lost productivity and other factors are immeasurable. How much do you think your sleep issues are costing you?

But taking a sleeping pill for even a few nights is NOT the solution. It can be deadly.

Adults who take sleeping pills in even small numbers over their lifetimes may be four times more likely to die earlier than those who are not prescribed sleeping pills, according to new findings published Monday in the British Medical Journal.

⁶ <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC1123445/> - BMJ. 2002 June 22; 324(7352): 1502–1505.

And those prescribed sleeping pills may also be more likely to be diagnosed with cancer, the study found.

Beyond the health risks associated with sleeping pills, they are only masking the real problem... Americans average activity levels have increased so dramatically over the last few years, which our brains are repeatedly stressed to unnatural levels but I'm sure I don't need to tell you that.

Between taking care of kids, managing piles of work, having endless to do lists and maintaining relationships **EVERY DAY from work to family it is no wonder you have a hard time turning off.**

That's why we came up with our own, unique formula to help you get in a calm, relaxed state before you lie down to have the best quantity and quality sleep possible.

We call it MindBoost™ Night.

In the next few paragraphs I'm going to show you how our MindBoost™ Night formula will help you relax, releasing anxiety **AND** at the same time give your brain the nutrition to **repair and rejuvenate while you sleep.**

The first amazing ingredient in MindBoost™ Night Formula is a natural apigenin that exerts anxiety reducing effect when consumed in high doses, called chamomile extract.

Apigenin is also a very potent anti-cancer compound. It protects against a wide variety of cancers with high selectivity for cancer cells as opposed to non-cancerous cells. It also has a very high safety threshold.

A recent study out of Amesterdam showed in a double-blind, controlled placebo study that "... chamomile extract therapy, in patients with mild to moderate





Generalized Anxiety Disorder, had a significantly greater reduction in HAM (anxiety) versus the placebo.”⁷

Not only that, “Chamomile may have clinically meaningful anti-depressant activity that occurs in addition to its previously observed anxiolytic (anti-anxiety) activity.”⁸

Another of our brain boosting ingredients is ashwagandha.

Ashwagandha Root Extract is an Adaptogen, a compound that is able to prevent the physical and the effects of the stress chemical cortisol.



“The Stress Chemical Cortisol eats away at the part of your brain that stores and recalls memories. The more cortisol you have in your system, the less able you to recall and store new memories.”*

⁷ <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3600416/>

⁸ <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3600408/>

"Ashwagandha is an antioxidant and boosts your immune system. Ashwagandha also has antioxidant and immunostimulatory properties which make it easier to withstand the effects of biochemical stressors related to anxiety."⁹

"300 mg of ashwagandha extract for 60 days in people with chronic mental stress was able to improve all tested parameters and reduce serum cortisol by 27.9%."¹⁰

While you sleep, the other active ingredients in MindBoost™ Night actually help your brain recover and rejuvenate while you sleep.

Melissa officinalis (Lemon Balm) is a herb that induces calmness.



Lemon balm has been effectively used for centuries in reducing stress and helping with anxiety.

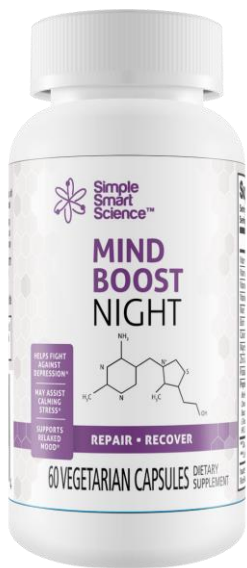
⁹ <http://journals.plos.org/plosone/article?id=10.1371/journal.pone.0006628>

¹⁰ <http://www.ncbi.nlm.nih.gov/pubmed/23439798>

One study suggested that the anxiety-reducing properties can help people who have anxiety-related insomnia.¹¹

Another randomized control study found that Lemon Balm could reduce the perception of stress and improve calmness during a controlled stress test.¹²

The research it took to create this formula was staggering... Hundreds and hundreds of the placebo controlled research studies were evaluated... These are the gold standard, double-blinded research papers...



With the help of this ground breaking blend, scientifically proven stress relief and memory boosting ingredients, you're assured to get a restful night's sleep and wake up feeling amazing.

You can finally be free from the foggy residue that impedes you from being the sharpest you can be. The chemicals your brain naturally produces will be able to do their jobs more effectively overnight.

Your brain's natural chemical production will receive the nutrients to perform like when you were younger.

Beyond the cutting edge scientific claims and studies that support the effectiveness of MindBoost™ Night, it is safe and pure.

MindBoost™ Night contains no fillers, artificial flavors, preservatives, nor is it a sleeping pill.

It is approved for vegetarians, is gluten free and is even safe for vegans as it has no animal products in it, not even in the capsules. We wanted to make sure that everyone can benefit from restful sleep, improved memory and greater focus.

¹¹ <http://www.ncbi.nlm.nih.gov/pubmed/22207903>

¹² <http://www.ncbi.nlm.nih.gov/pubmed/15272110>

Not only that, the scientific studies behind our ingredients show that MindBoost™ Night works and we stand behind that claim.

How?

We are so confident that you will get in a relaxed state to fall asleep AND will improve your memory overnight by using MindBoost™ Night that we guarantee it with a 120 DAY HASSLE-FREE Money Back Guarantee.



Because we are so excited to share this information with you we are going to give you an offer you cannot refuse –

If you order your MindBoost™ Night today, we'll give you an extra 10% off your entire order.

Just use coupon code SMART1 and get 10% off your entire order of MindBoost™ Night today.

PLUS, free domestic shipping. You really have nothing to lose.

Try it today and if it doesn't give put you in a calm, relaxed state to fall asleep easy, then just return it, for 100% of your money back. No questions asked.

Click on the Add to Cart button now to place your order and don't forget to use coupon code SMART1 to save 10% OFF your entire order, with free domestic shipping!



Enjoy the results,

Julia Lundstrom, CEO
Simple Smart Science
