

Sleep Your Way to Better Health

Consumers see getting adequate rest and quality, rejuvenating sleep as an integral component of their healthy habits and wellness lifestyles. That said, sleep is often a problem that needs work for consumers.



Source: Health + Wellness 2017 report

Consumer Strategies for a Good Night's Sleep



Core

- Observing, following natural circadian rhythms
- Specialized supplements (magnesium, zinc, selenium)
- **Daily exercise**
- Creating time to prioritize sleep



Inner Mid-level

- Occasional naps
- **Eating for sustained energy during day** – not craving food at night
- Physical activity during day
- Limiting screen time at night
- OTC sleep aids (e.g., melatonin)



Outer Mid-level

- **Waking and winding-down rituals**
- Meditation
- Eating for good digestion, sustained energy
- Natural sleep aids (e.g., cherry)
- Lowering caffeine intake
- Daily exercise
- Limiting screen time at night



Periphery

- Limiting caffeine later in day
- **Relaxing rituals in evening** – TV, bath, tea, reading, etc.