

SLEEP BETTER USING SCIENCE

A DATA-DRIVEN GUIDE TO IMPROVING YOUR SLEEP



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10 WAYS TO IMPROVE YOUR SLEEP

How to use a research-based approach to improving your sleep

Have you ever felt exhausted, but still can't go to sleep?

Another long week at work or school. Tired of feeling tired? Or maybe you're starting to feel 'burned out' in general.

We've all been there, but we don't have to be - there are ways to improve your sleep quality, and EverSleep can help!

Over the next few pages, we'll give you an introduction to **Sleep Hygiene** with 10 specific tips & tricks to get improve your sleep quality. These suggestions are based in research and have been proven to impact sleep.



USER TIP: Look for these blue boxes for tips on how to use EverSleep technology to navigate your sleep data and optimize your sleep quality!

Our Mission:

To empower you to understand & improve your sleep so you can live your best life.



#1 Be Mindful of Your Environment

Aim to reduce the potential for disturbances in your bedroom.

Start to notice the sensory input. The feel of your environment is important to allowing your body to relax and enter deep and restorative sleep.



Light - Start with blocking out light sources, including hallways.

Some curtains let in more light and can wake you earlier than your alarm.

Sound - Earplugs & fans can help you get to bed quicker and stay asleep.

Temperature - Keep it cool! The optimal temperature for your bedroom is between 60-66°F, it keeps your body comfortable throughout the night.

Moisture - If it's too dry or humid, consider using a humidifier or de-humidifier to regulate the moisture content in the room.

Texture - Make sure your mattress and pillows are comfortable. Side sleepers need a different pillow & mattress compared to back and stomach sleepers.



USER TIP: Your profile & nightly questions help EverSleep get a full view of your sleep habits so be sure to answer them fully for best results!

#2 Establish a Bedtime Routine

Your body follows a natural sleep-wake cycle.

This cycle is responsible for sending signals of 'drowsiness' or 'alertness' to regulate your energy throughout the day.

To help your sleep-wake cycle, you should try and be in bed at the same time every day. This helps 'set' your body's clock to a specific time, and keeps everything running smoothly.



USER TIP: EverSleep logs this cycle nightly, and you can see the trends week-over-week to determine if it makes an improvement!

Try to avoid distressing or high-intensity activities just before bed. Try to relax by taking a bath, reading a book, meditating, or with light stretching before you head up to the bedroom.

Doing this EVERY day will tell your body that it's time to sleep again, and will aid your natural sleep cycle.

#3 Light Sources

The body's sleep-wake cycle is also affected by natural light exposure.

The hormone Melatonin is regulated by light, and is a key component in sleep. Sunlight is the body's cue to start the cycle, reducing Melatonin in the body, so more daylight exposure helps your body shift into sleep easier at night... If you're having trouble getting to sleep at night, consider getting sunlight exposure soon after you wake.

Artificial light in the evening, however, can also affect your body's melatonin production and, as a result, your sleep. Dimming or turning off artificial lights around the house before bed will help with your routine.



USER TIP: EverSleep will suggest specialized products that can help you regulate your Melatonin production and ease the path to good sleep.

Interesting Fact:

On a clear, moonless night, the human eye is sensitive enough can see a lit match from 50 miles away!

Having an alarm clock or other blue/green light source near the bed will be picked up by your eyes and can alter your sleep cycle.



#4 Exercise Regularly

Exercising regularly is a great way to sleep better.

Not only does it improve your mood during the day and reduce anxiety... studies have shown that it helps shorten the time it takes to get to sleep after your head hits the pillow!

Try to exercise for 30 minutes, 5 times a week – or do what you can manage, anything helps. Incorporate both Aerobic (think running/hiking/etc) and Anaerobic (weightlifting/sprinting) workouts to maximize your results.

Your body and mind will thank you for it!

It's important not to exercise vigorously within three hours of bedtime, which EverSleep can log & track for you. It causes an elevated body temperature that might leave you too energized when you try to fall asleep.




USER TIP: EverSleep will suggest specialized products that can help you regulate your Melatonin production and ease the path to good sleep.

#5 Reduce Alcohol Use

Alcohol shortens the time it takes to go to sleep... but as your body metabolizes it the sedative effects wear off and you shift into a 'lighter' state of REM sleep where it is much easier to wake.

Throughout the night you become a 'light' sleeper, where any shift or noise will wake you and make it hard to fall back asleep!

 **USER TIP:** Use your EverSleep to witness this on nights you consume alcohol - see if data shows frequent waking throughout the night.

While alcohol is a common sleep aid, used by almost 20% of Americans to help fall asleep, it does not do a good job of giving you proper rest. Alcohol can also have negative effects on your long-term health when regularly consumed.



#6 Avoid Stimulants



Stimulants such as Nicotine and Caffeine cause immediate alertness.

They can temporarily relieve symptoms of mental fatigue, but can affect your ability to sleep greatly.

Refrain from any Caffeine intake at least 6 hours before bed. Stimulants make your heart beat faster and increase your focus.

According to a study published in the 'Journal of Clinical Sleep Medicine', consuming coffee 6 hours before bed lead to a significant effect on time to get to sleep, and overall sleeping time.

You can see this in your EverSleep data as well - the time it takes to get to sleep, as well as your heart rate before & throughout.

Nicotine is also a stimulant, and while it is associated with relaxation, it will make it difficult to sleep. If you can't avoid it completely, then the next best option is not to smoke near your bedtime.

#7 Sleep Association

Mind association is a large factor in establishing good sleep hygiene.

Imagine going to your favorite restaurant. Before you go, you may get excited thinking about the dishes you're going to order, or feel happy knowing you're going to enjoy the meal. That's your brain 'priming' itself for an experience it already knows. Your expectations frame what you do and how you feel during your time there.

Apply this to the bedroom - if you go to bed and lay awake watching TV, thinking, or looking at social media on your phone, you're telling your brain that this an appropriate place to do it.

It's easy to see from mind association that your bedroom should be reserved only for sleep. That way you're training your body to know once you enter the room and go to bed that it's time for rest!

The same applies to nighttime insomnia. If you find yourself waking up in the middle of the night, and not able to go back to sleep in 20-30 minutes, it's more beneficial to get out of bed and do something until you feel tired.



USER TIP: EverSleep will coach you through 5 different types of insomnia, and give you feedback on how effective it was for a specific night.

#8 Meals

Spicy, acidic (citrus), rich or fatty foods and carbonated drinks can trigger indigestion.



Having these foods right before bed can leave you feeling queasy, and will affect your ability to go to sleep. If you happen to eat these foods before bed, try to avoid them 4 hours before your bedtime, and use EverSleep to log these events in your daily diary to track the effects with & without.

That being said, it's important not to go to bed hungry either... you could wake up early if you go to bed with low blood sugar. In this case, a small snack that's high in carbohydrates should do the trick.



#9 Naps

Napping, is NOT a substitute for poor sleep.

However, if you're feeling tired, a short nap can leave you feeling refreshed and improve your mood for the day.

EverSleep has an option to log naps, if you want to track the effect they may have on your night's sleep.

Naps can actually affect your sleep negatively if you take excessively long ones, or nap too close to your bedtime.

If you feel the need to nap, you should limit it to 30 minutes earlier in the day.



#10 TRACK YOUR SLEEP

How do you know what changes are making a true difference in your sleep?

Simple... with EverSleep!

EverSleep gives you useful information about your sleep every night and help you confirm what is and isn't working. It's an easy way to keep track of all these factors, and see for yourself what's making a difference!!

EverSleep measures, analyzes, and differentiates between many sleep problems.

This includes your Sleep Hygiene – EverSleep asks several questions about your sleep habits and day to help suggest routine changes as you use it.



- ✓ Get priceless insights into your sleep
- ✓ Improve your quality of life
- ✓ Improve productivity and focus
- ✓ Increase energy and improve mood

Conclusion

EverSleep uses a world-famous and well-tested algorithm to measure your wake and sleep periods, called Cole-Kripke.

EverSleep then continuously measures your sleep movement patterns, along with snoring, pulse rate, and blood oxygen level.

Now the magic happens! In the morning, EverSleep summarizes your data in scrollable graphs and metered bars so you can visualize your night.

But don't worry, you won't need to interpret the graphs, EverSleep understands your sleep data and gives you personalized virtual coaching tips directly related to your specific sleep problems. Once you understand WHY you are sleeping poorly, EverSleep teaches you HOW to improve your sleep.

If you just can't seem to figure out what's wrong with your sleep, and have tried everything in the book, stop the guesswork and get an EverSleep. You'll improve your Sleep Hygiene and be able to see the issues for yourself.

It's time to clean up your sleep! Get Started Today at www.GetEverSleep.com

Important Note

EverSleep is not an FDA 510(k) cleared device, and does not claim to diagnose, treat, or cure any disease. No Somno Health Incorporated employee is a clinician, and we do not give medical advice. Talk to your doctor before starting any health improvement program, including using EverSleep.





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