


## *Avini's Plus Slumber*

# *Get to Sleep, Stay Asleep, and Wake Up Refreshed*

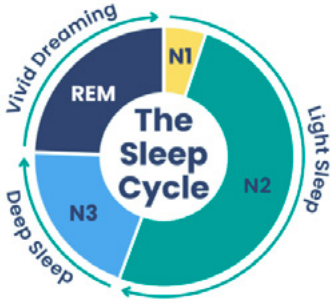


**Rik J. Deitsch, MS Biochemistry**
**Chief Science Officer, Avini Experience**

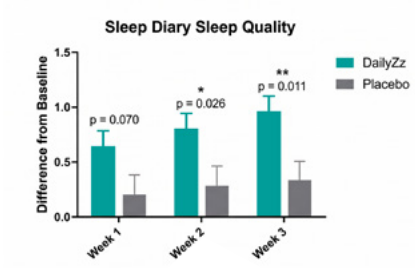
**We know that sleep problems are common, and many adults don't consistently get the recommended amount of sleep needed to support overall health. We also know that poor sleep has been linked to a range of physical and mental health concerns, including heart disease, depression, impaired concentration, and reduced quality of life. As with anything else, sleep patterns and needs can vary by age, lifestyle, and health status, but getting enough quality sleep is important throughout your lifespan.**

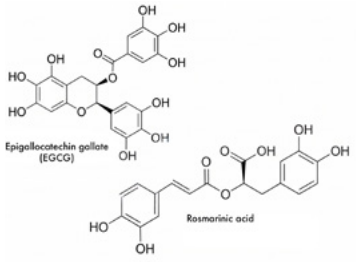
### SLEEP STATISTICS

In a normal sleep period, a person experiences four to six sleep cycles. While cycles vary in length, each sleep cycle can last about 90 minutes. Rapid eye movement (REM) sleep makes up 20% to 25% of total sleep time in healthy adults. As you cycle through non-rapid eye movement (NREM) sleep, various bodily functions slow down or stop altogether. Metabolism drops by around 15%. Stage 3 NREM sleep, or "deep sleep," is believed to be the most critical stage of sleep for regenerating your body and brain. Deep sleep decreases across the lifespan, with one receiving less deep sleep as one ages. On average, we spend about two hours per night dreaming, mostly during REM sleep. Adults need seven or more hours of sleep per night. More than one-third of adults sleep less than seven hours per night, on average.




I AM AVINI






## SLEEP AND HEALTH

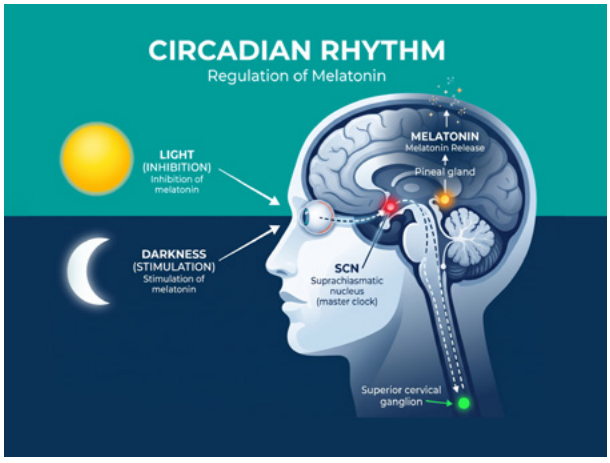
Insufficient sleep has an estimated economic impact of more than $411 billion each year in the United States alone. Out of 10 workers, 4.8 say they're regularly tired during the day, and 7 say they're tired when their workday is done. Active-duty military service members are 34% more likely to report insufficient sleep than people with no history of military service. Fifty-five percent of nurses say they experience insomnia, which may be attributed to shift work disorder. When looking at real-world issues around lack of sleep, drowsy driving is responsible for more than 6,000 fatal car crashes every year in the United States. One study estimates the annual cost of workplace errors and accidents linked to insomnia at $31.1 billion.

We know that we're not getting enough high-quality rest—and now there's something that we can do about it with Avini Health's Plus Slumber Gummies.



**Daily Zz** is a proprietary blend of spearmint and green tea extracts that are rich in polyphenols (such as rosmarinic acid and epigallocatechin gallate). It has been shown to enhance sleep quality and patterns, support healthy sleep function, improve cognitive function (including concentration and executive function), and increase mental speed and visual recall. Clinical studies (including trials from the University of Arizona) show improvements in concentration, mental speed, working memory, visual recall, and decision-making after a night of rest.

**Melatonin** is a natural hormone produced by the pineal gland in the brain that helps control your sleep-wake cycle. Your body makes more melatonin when it is dark to signal that it is time to rest. Supplementing with melatonin can act as a circadian rhythm regulator rather than a heavy sedative. This basically can help "set the clock" in your brain and tell you when it's time to sleep. This can help with jet lag, shift work changes, and delayed sleep phase disorders.





**Valerian (Valeriana officinalis)** is a flowering plant whose roots are widely used as a dietary supplement for sleep problems and anxiety. It has been used traditionally for insomnia and restless sleep. Valerian has also been used to ease mild nervous tension. In so doing, it relieves stress and anxiety, which can make it easier to get a good night's sleep. Limited studies have also explored valerian's potential for menopausal symptoms or cramps.

Lastly, we've added **Detoxolite®**: Avini's micronized and activated clinoptilolite zeolite that detoxifies while improving nutritional absorption and utilization.

We've also provided this product in a gummy formulation. New advances in gummy technology allow us to use natural pectin fiber and no sugar to produce a product that is easy to take and preserved well in the gummy matrix.

Avini's Plus Slumber provides a safe and natural way to improve your sleep cycles, improve your sleep quality, and leave you better rested the next day to function at optimal levels.



***Take three gummies before bed to enhance sleep quality and have a better tomorrow!***

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Chief Science Officer

