

BETTER SLEEP, NATURALLY

Your complete guide for
supporting restful, natural sleep.



In partnership with:



BetterYou 



Why sleep matters

Sleep. We all do it, but many of us don't do it well. A good night's rest is essential to a healthy existence, protecting you physically and mentally as well as boosting your quality of life. Unfortunately, many of us struggle to fall asleep, can't wake up in the morning and then feel constantly tired.

Sleep helps us maintain a healthy weight and a good balance of hormones, as well as controlling sugar levels. For mental health, a great night's sleep makes the brain work effectively. It helps us to learn, remember, solve problems and make decisions, as well as safeguarding against stress, mood swings and depression.

It's rather worrying that most people don't sleep very well!

This e-book aims to help you improve your bedtime routine, considering your environment and nutritional needs to get a better night's sleep.

Sleep by numbers

**7-9
hours**

Adults need between 7 and 9 hours of sleep a night. Adults who sleep fewer than 6 hours a night have 13% higher mortality risk than adults who sleep at least 7 hours. Adults who sleep less than 7 hours a day are 30% more likely to be obese than those who get 9 hours or more.

**2
o'clock**

2am and 2pm are the two different times of day where we naturally feel tired.

1 in 3

people in the UK are affected by insomnia.

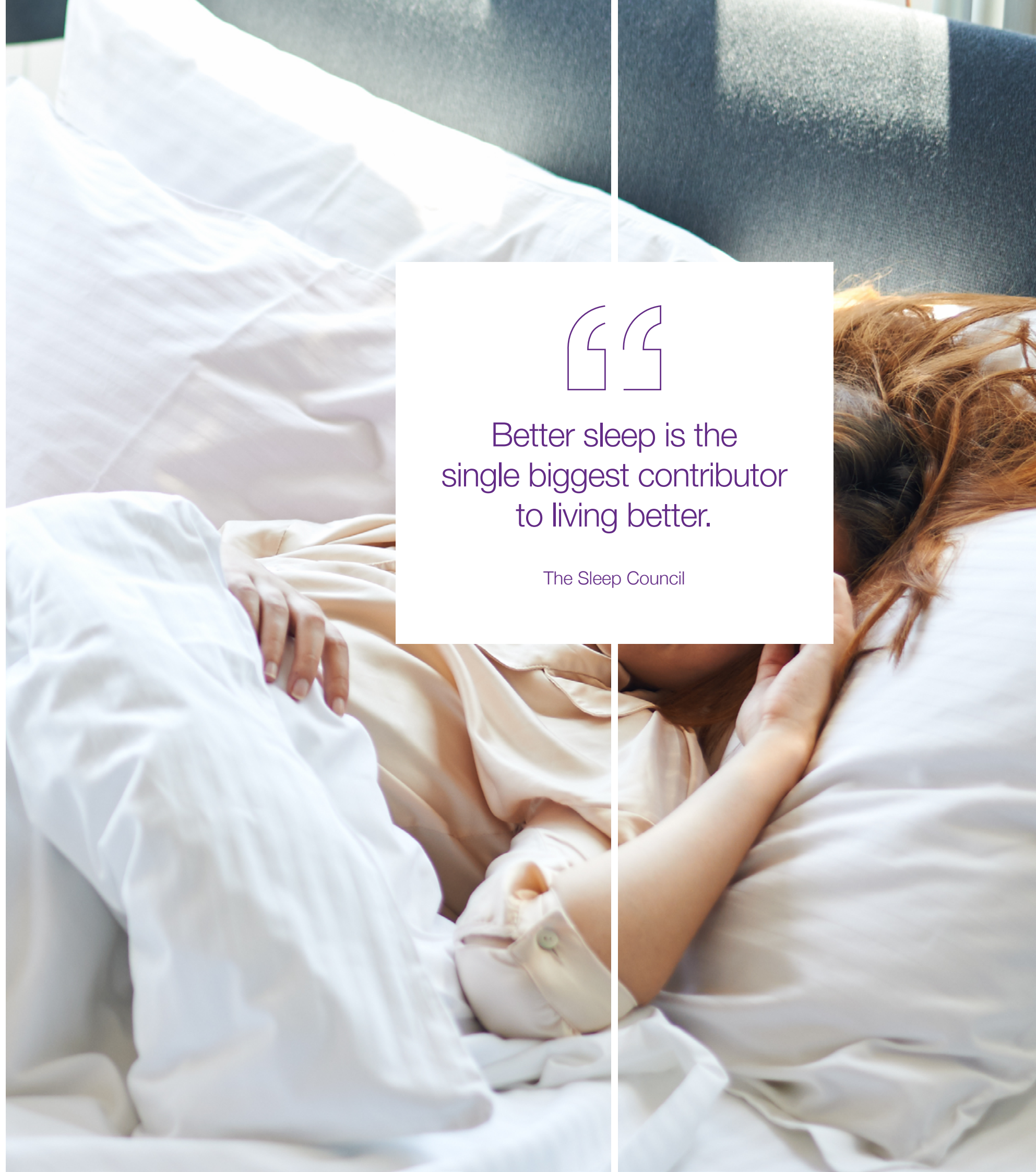
1/3

of our lives are spent sleeping.

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Better sleep is the single biggest contributor to living better.

The Sleep Council



6 ways to improve your sleep

1

Alter your bedroom

Many of us are unknowingly sleeping in a bedroom that's simply not fit for purpose, and that environment could be the key cause of a restless night. Avoid treating your bedroom like an extension of the rest of your house. That means you shouldn't use it for work, watching TV, eating, and even talking on the phone. Save the bedroom for sleep!

2

Tweak your lifestyle

There are simple ways to adjust your lifestyle to promote a better night's sleep. These minor changes will help you to wind down and relax, removing you from the hectic, technology-crammed world that we live in.

- 🕒 Maintain a regular bedtime routine and sleep pattern.
- 🚫 Avoid drinking alcohol or caffeine before bed.
- 📵 Switch off your tech a couple of hours before bedtime – that includes your phone.

3

Manage your stress

There are several techniques to banish anxiety and calm your heart rate. Cognitive behavioural therapy is one of them, helping people to 'unlearn' thought processes through psychological treatment.

You can also manage your heart rate by placing your hand on your heart and listening for the beat. Breathe in deeply for four seconds, and then breathe out slowly. Repeat this until you can feel your heart rate slowing, which in turn slows down your busy brain activity.

4

Eat well to sleep well

The best foods for sleep include milk, cherries, chicken and rice, while fatty meat, curry and alcohol are some of the worst. Some people choose not to eat after 6pm, as late meals can make it difficult to sleep.

5

Get moving

Sports and exercise can help you to enjoy a better quality of sleep. Working out effectively can tire your body out gently, promoting a better night's sleep. Releasing pent-up tension through exercise is also highly beneficial, helping to banish stress before bedtime. Exercising also lowers your body's temperature, which induces better sleep.

Yoga is renowned for its relaxation and sleep benefits, while moderate aerobic exercise like walking has been found to help people fall asleep more quickly.

6

Relaxation and other therapies

Relax your body. By relaxing separate groups of muscles, you become more aware of your body and able to wind down mindfully.

- 🕒 Tense a muscle, for example your bicep, by contracting for 7-10 seconds. Flex it gently – do not strain.
- 🕒 At the same time, visualise the muscle being tensed, consciously feeling the build-up of tension.
- 🕒 Release the muscle abruptly and then relax, allowing the body to go limp. Take a few moments before moving on to the next muscle.
- 🕒 Remember to keep the rest of your body relaxed whilst working on a particular muscle.



Magnesium supplementation

It's worth considering your mineral intake if you are struggling to sleep. Magnesium is a natural relaxant and low levels in the body have been associated with poor sleep cycles. However, some of us may struggle to get enough through diet alone.

It's worth investing in a product that's easily absorbed and boosts your levels quickly – a natural short-cut to a better night's sleep!



By Lisa Artis,
Sleep Council

Magnesium's role in sleep

It is well known that poor sleep can have a dramatic effect on our health, but what's less well known is that low levels of magnesium can contribute towards the quality of sleep we can achieve.

The body needs magnesium to maintain a state of complete rest and depleted levels can lead to restless muscles that can keep you awake at night. Magnesium also ensures the Gamma-aminobutyric acid (also known as GABA) receptors in our brain and nervous system are working efficiently. These help the brain switch off in preparation for sleep.

Magnesium is an important factor in how our body manages its sleep cycle.



Magnesium – a natural sleep aid

Magnesium is responsible for over **300 chemical reactions** in the body.

70% of all adults have low levels of magnesium*.

Among children and adolescents in the UK, the majority fail to get the UK basic RDA for magnesium.

*According to the research facility Mineral Check.

Sleep advice for children

Set aside time before bed to wind down properly. Take this opportunity to run them a bath, give them a gentle massage with a relaxing body product and read a book with them.

Limit the use of smartphones, tablets, TVs, computers, gaming consoles etc in the hour before bed.

Keep regular bedtime hours. A good sleep routine will work wonders.

The bedroom should be free from distractions such as TVs and tech, and be free of clutter. Make sure it's cool, quiet and dark.

Know how much sleep your child needs. As a rule of thumb toddlers need around 12 hours of sleep a night;

children aged 4-6	10.5 to 11.5 hours
6-12 years olds	10 hours
teenagers	around 8 to 9 hours

Better sleep, naturally



Magnesium Sleep Flakes

Provides a relaxing blend of magnesium with essential oils lavender and chamomile to help slow sensory activity and quieten the mind in preparation for sleep.



Magnesium Sleep Body Spray

Formulated with lavender and chamomile, promoting deep relaxation, a sense of wellbeing and natural, peaceful sleep.



Magnesium Sleep Mineral Lotion

A natural remedy which is clinically proven to provide a better night's sleep. 92% of people surveyed found benefit from using the sleep lotion.



Magnesium Sleep Mineral Lotion Junior

A specifically formulated lotion designed to aid a restful night's sleep for your little ones.



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I'm not sure how I lived without **BetterYou Magnesium Flakes** in my life. They made me so relaxed that I fell asleep within 15 minutes of getting out of the bath. Just what I needed after a long day at work. I have tried other salts before but these are so much better!

Laura D, *London*

Share your sleep experiences
with us online

