

FACT SHEET

NightWave Sleep Assistant Facts:

- ✓ **NightWave Sleep Assistant** is a small, non-invasive device that encourages relaxation and sleep by helping the user to naturally slow down their breathing in time with its softly pulsating blue light.
- ✓ **NightWave Sleep Assistant** is designed for people experiencing poor sleeping patterns, providing a 100 per cent natural alternative to prescribed sleep medications and over the counter remedies.
- ✓ **NightWave Sleep Assistant** operates on the body's relaxation response to conscious breathing (various studies, including those published by Harvard Medical School's Dr. Herbert Benson claim that conscious breathing encourages relaxation). Deep breathing activates the parasympathic branch of the involuntary nervous system causing a "relaxation response" in the body.
- ✓ The **NightWave Sleep Assistant** is a small portable object (7.5 x 6 x 2.5 cm) that is placed to project against the ceiling or wall of the bedroom. It has an automatic shutoff feature at the end of 7 or 25 minute cycle.
- ✓ Battery operated and highly compact, the **NightWave Sleep Assistant** is the perfect companion for travellers that suffer from jet lag and unfamiliar sleep surroundings.

Insomnia/Sleep Facts:

- ✓ **One in three** Australian adults regularly struggle with their sleep.
- ✓ Australians do not always prioritise sleep even though it is as important to wellbeing as regular exercise and a healthy diet.
- ✓ The average Australian aged 25-65 gets well below the recommended eight hours of sleep each night.
- ✓ **35 per cent of Australian adults** wake up frequently during the night and **10 percent** suffer chronic difficulty falling asleep or getting back to sleep once awake.
- ✓ **One third of all Australians**, almost one half (**44 per cent**) of **young adults** (aged 18 to 24) and **19 percent of seniors (aged over 65)** wake up feeling unrefreshed several mornings a week.
- ✓ Almost **one quarter of Australians** are experiencing fatigue or exhaustion.
- ✓ **19 per cent of Australian's** sleepiness interferes with their daily activities several days a week.

Source: www.sleephealthfoundation.org.au

- ✓ It is estimated that sleep disorders underlie:
 - 9.1 per cent of work-related injuries
 - 8.3 per cent of depression
 - 7.6 per cent of non work-related motor vehicle accidents

Source: Access Economics (2004). Wake Up Australia: The Value Of Healthy Sleep, report to Sleep Health Australia.

- ✓ **Nine per cent** of Australians use sleeping tablets. The proportion of those aged over 65 is 37 per cent.
- ✓ **94 per cent** of travellers suffer from jetlag. This can last for up to two weeks.
- ✓ The Australasian Sleep Association estimates that lost productivity because of sleep disorders **costs Australia \$2 billion a year**, and America \$35 billion.

Source: <http://sleeplessnomore.com/catalog/statistics.html>

For further information on NightWave please visit: www.nightwave.com.au