

Sleep Easy Naturally

MEDIA RELEASE

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In today's fast paced environment, most of us are constantly plugged in and on the go. This has taken its toll on our ability to relax, with one in three Australian adults regularly struggling to get enough shut-eye.ⁱ One product that is reversing this trend for insomnia sufferers around the globe and now in Australia is **NightWave Sleep Assistant**.

NightWave Sleep Assistant is a 100 per cent natural alternative to prescribed sleep medications and over the counter remedies (used by four percent of the Australian populationⁱⁱ). The small, non-invasive device encourages relaxation and sleep by helping the user to naturally slow down their breathing in time with its softly pulsating blue light, invoking the body's nervous system's natural relaxation response. Side effect free, the NightWave Sleep Assistant is simply placed to project against the ceiling or wall of the bedroom.

Designed for people experiencing sleep loss due to a variety of factors including, anxiety and stress, its compact size is also ideal for travellers that suffer from jet lag (92 per centⁱⁱⁱ) and unfamiliar sleep surroundings. After using NightWave Sleep Assistant during a recent trip to Far North Queensland, Mieka White, CEO of Dot Com Mob from Sydney, Australia, experienced great results.

“As I constantly travel interstate to remote Indigenous Communities for work, it is always a challenge for me to adapt to the unfamiliar sleep surroundings. At my friend's suggestion, I thought I would trial the NightWave Sleep Assistant on my recent trip to the community of Wujal Wujal in the Daintree Rainforest. To my utter amazement it worked! I have continued using NightWave on my return to Sydney as helps me to relax and fall asleep in record time,” she said.

With numerous studies confirming conscious breathing is able to assist relaxationⁱⁱ, it is no surprise that NightWave is also being backed by medical professionals internationally. “Poor sleep causes problems for thousands of people and some even resort to sedative medication, drugs or alcohol to help them sleep better. I've had several of my patients use the NightWave Sleep Assistant machine and without exception they've had great results. Best of all, it's very inexpensive and very portable,” says Doctor Gordon Cameron of the Royal College of General Practitioners in Edinburgh, Scotland.

Doctor Brenda Marshall, MD, Women's Health Specialist from San-Diego, USA also believes there are various health and lifestyle benefits that can be established from using the device. "NightWave is a proven tool for helping people with sleep onset difficulties. And, as an added benefit, patients who master the techniques used by NightWave may also reduce the effects of stress on their general health," says Doctor Brenda Marshall.

A pilot clinical trial of NightWave Sleep Assistant conducted in 2009 found that users were able to achieve a greater degree of relaxation after only seven minutes of use, compared against a control group that was simply told to relax and enjoy the peace and quiet.

Developed by Coherence Resources, Inc, the battery operated NightWave Sleep Assistant is an affordable and safe solution for Australians suffering from insomnia. For further information on NightWave or to purchase, please visit www.nightwave.com.au or call 1300 139 350 (RRP \$79.95).

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For media information, local testimonials please contact Sarah Thompson or Nelia Cruz at Double Edge PR. Email sarah@doubleedge.com.au or nelia@doubleedge.com.au or phone: 02 9957 1352.

ⁱ www.sleephealthfoundation.org.au

ⁱⁱ Australian Bureau of Statistics (1999) National Health Survey: Use of Medications, Australia, ABS Cat.No.4377.0, January.

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