

PRESENTING THE INTERNATIONAL TEAM NEWSLETTER

We are pleased to introduce our Natrol International newsletter, aimed at providing you with useful information about the Natrol company brands, category developments, consumer trends, customer best practices, and our people.

With over 37 years of success selling vitamins, minerals, and supplements, Natrol is well positioned to be your preferred partner to grow your business and provide the best products to your consumers.

SPOTLIGHT

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HOW CAN YOU ACHIEVE HEALTHIER SLEEP?

- 1 CREATE A SLEEP ROUTINE**

Establishing a consistent sleep-wake schedule helps regulate your circadian rhythms and increases the quality of sleep.
- 2 AVOID BRIGHT SCREENS 60 MINUTES BEFORE BEDTIME**

Exposure to bright LED lights such as smartphones, laptops and TV screens before bed can interfere with your body's natural release of melatonin.
- 3 CONSIDER TAKING A MELATONIN SUPPLEMENT**

Melatonin is a drug-free sleep aid that helps regulate healthy sleep patterns for a more restful night's sleep.
- 4 CREATE A CALM, DARK BEDROOM OASIS**

A noise-free and dark bedroom environment can help you sleep better throughout the night. Mask noise pollution with calming sounds or ear plugs and block out disruptive light with darkening curtains or a sleep mask.
- 5 EXERCISE DAILY**

Walking as little as 10 minutes a day can help improve sleep quality.

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VISUALIZING THE WORLD'S SLEEPING HABITS

Sleep quality, patterns, and duration may vary among countries, but one thing's clear—people still aren't getting enough sleep. While some people can function on a few hours, others find themselves reaching for that second cup of morning coffee instead of getting those extra Z's.

WHY SLEEP IS IMPORTANT

Roughly 62% of adults worldwide feel that they don't sleep well when they go to bed. Losing just one or two hours of sleep per night can have the same impact on motor and cognitive functions as going without sleep for a full day or two.

Experts have long emphasized that developing good sleeping habits can help to maintain our physical, mental, and emotional well-being.

Ongoing sleep deprivation can also cause severe, long-term health conditions:

- Heart disease and heart failure
- High blood pressure
- Depression
- Obesity
- Weak immune system
- Kidney disease
- Diabetes
- Anxiety



THE SCIENCE OF SLEEP

The human body follows the circadian rhythm—a 24-hour repeating rhythm that operates as an internal clock. This clock is controlled by two things: external cues such as light and darkness, and internal compounds that trigger and maintain our sleep.

These chemicals work together to keep our sleep/wake cycles in harmony.

- **Adenosine:** slowly builds the desire for sleep throughout the day
- **Melatonin:** produces drowsy feelings that signal your body is now ready for sleep
- **Cortisol:** naturally triggers your body to wake up

While sleep duration can vary greatly around the world, most adults are still not getting enough shut-eye. The average person gets 6.8 hours of sleep on a weeknight, which is significantly lower than the recommended 8 hours.

NATROL®

High quality vitamins, minerals and supplements you can trust.

Sleep is a critical part of your child's health and just as important as good nutrition and regular physical activity. An estimated 75% of school-aged children don't get enough sleep, mostly due to environmental stimuli like screens, early school times, food sources and busy schedules.

5 SLEEP TIPS FOR CHILDREN

Everyone needs a good night's sleep, especially our little ones. These 5 tips from Pediatrician and mom Tanya Altmann, MD will help kids sleep better and get the rest that they need.



5 Sleep Tips for Children

from Pediatrician and Mom
Tanya Altmann, MD

- 1 Daily Exercise**
Daily exercise will tire kids out and help them fall asleep faster.
- 2 Bedtime Routine**
Keep the same bedtime routine each night and keep it to 45 min or less, so they know what to expect and won't keep asking for more.
- 3 Screen Free**
End screen time 60 min before bed and don't bring electronics into the bedroom at night.
- 4 Ideal Environment**
Keep bedrooms cool, dark and quiet to make it easier to sleep through the night.
- 5 Natrol Kids Melatonin**
Try a melatonin supplement if your child needs a little extra help getting to sleep.*

* Disclaimer: These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

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SCIENTIFIC & CONSUMER TRENDS

Below please find interesting educational information about vitamins, minerals, supplements and fitness. Click on the topic to access information.

[Melatonin: What It Does and How to Take It](#)

[Melatonin and Sleep - Sleep Foundation](#)

[Considering Melatonin for Sleep? Here's a Guide to Help](#)

For informational purposes only, Natrol is not responsible for the contents in these links.

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