

Rest and Relaxation...

Why we need good quality sleep:

- It affects our mood, clarity of mind, and general sense of well being.
- To feel rested in the morning – need to fall into deeper cycles of sleep which are Delta and REM phases which a lot of us do not do consistently
- Major affect on our day to day vibrancy, because our body uses that time to restore and regenerate itself.
- The mind and body do not shut down during sleep. Sleep allows the brain to consolidate the day's learning into memory and improves the ability to learn repetitive skills
- During sleep, the body does maintenance work- replacing old cells with new ones and reenergizing organs and muscles. This is when our immune system is working at ensuring the body is retuned and able to function at its optimum.
- The "work" that sleep does during the night is vital for you to function optimally during the day. Getting the amount of sleep you need and getting a combination of light and deep sleep allow the most restorative benefit.
- Though individual sleep requirements vary depending on age, physical activity levels, and general health, sleep experts recommend at least eight hours' quality sleep a night in order to function properly

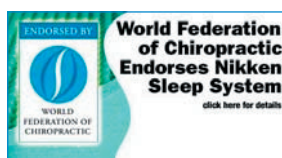


SLEEP FACT

According to CureResearch - 1 in 7 Aussies and NZ have a sleep disorder.

SLEEP FACT

Australian education expert and clinical psychologist Andrew Fuller surveyed hundreds of school students last year and found 42 per cent of boys and 40 per cent of girls were sleep-deprived to the extent that it impaired their concentration at school.



How important is sleep?

It's essential to our wellbeing. Sleep helps us feel healthier, think sharper & enjoy life more fully. Many people underestimate the value of sleep. Like proper nutrition & exercise, sleep is vital to your health.

SLEEP FACT

NZ Sleep/Wake Centre surveyed 10,000 adults drawn at random from the electoral roll, 37 percent said they rarely or never got enough sleep. Another Centre survey, this one of insomnia, 25 percent having a chronic sleep problem

The Nikken Sleep System is designed and engineered to help you sleep better. It features unique technology – a Nikken exclusive – to replicate the earth's natural magnetic field. This is combined with features that provide optimum breathability and a passive massage effect that soothes and relaxes.

Cost of poor sleep:

Major contributor to increased pain and decreased health. Backaches and joint pain are the most common pain symptom accompanying sleeplessness.

Metabolic consequences of sleep debt:

- Insulin Resistance
- Increased Blood sugar
- Elevated Cortisol
- Systemic Inflammation
- Disrupted Immunity
- Impaired Thyroid Function
- Disruption of Body Clock
- Premature Aging

Increased dysfunction, weaker muscles, decreased energy and mood, and worsening of anxiety and depression. Depression has been linked to a lack of quality sleep (World Health Organisation)

A 1999 study (UCMC) shows that sleep deprivation severely affects the human body's ability to metabolize glucose, lead to early-stage diabetes.

Chronic Fatigue Immune Dysfunction Syndrome sleep is very important, not only for our day-to-day function, but also to recovery. (Benefits of quality, restful sleep) are improved cognition, mood, pain, immune and endocrine function

A 1999 study (University of Chicago Medical Centre) shows that sleep deprivation severely affects the human body's ability to metabolize glucose -can lead to early-stage diabetes.

People who experience sleep deprivation say it affects their overall health, their work life, their ability to pursue personal interests, and their relationships with family and friends.

Most common reasons we aren't sleeping:

- Temperature fluctuations/ Different temperature
- Bed-partner – Tossing and Turning
- Mental Stress
- Discomfort and Physical Stress
- Environment
- Diet and Lack of regular Exercise

How does the Nikken Sleep System address these and what are the benefits?

Ultra Kenkopad (Mattress overlay):

· Rubberthane: patented technology that wicks away moisture. Lose up to 2 litres of water a night which creates wet spots that turn into hot/cold spots and cause people to toss and turn. Rubberthane wicks away moisture so temperature is regulated. (with Comforter assists if bed partners have different temperatures). Most mattresses are a haven for bed bugs due to the fact that they retain moisture in the difference layers of materials and foam - the Kenko pad does not hold any moisture as it is designed to be waterproof (patented silicon nodules and patented specially designed material called rubberthane) and therefore bed bugs are not breeding in/on the Kenko pad versus traditional mattresses. (bed bugs are the single biggest cause of allergies today – the faeces of the bed bug dries becoming very light and airborne dust particulates which are breathed in causing sneezing and triggering Asthma attacks and hay fever like symptoms.) Dust mites have the same impact as bed bugs.

· Nodules on Mattress overlay: egg-shell structure provides a gentle, passive massage throughout night. Assists in massaging lymph nodes to help drain toxins from the body (works synergistically with magnetic energy and far- infrared technology to move body to alkaline state). The silicon injected nodules also assists blood flow (raised) and assists with decreasing tension/discomfort because there are less single pressure points. (Impeded circulation/pressure on single points contributes to tossing and turning)

· 326 strategically placed magnets: Giving the body complete coverage – excluding the head. Assists with bodies circulation and helps to calm and release tension in muscles. Electrical currents created by magnets interrupts the transmission of pain signals in the central nervous system which allows the body to balance restoration mode instead of pain management mode.

Kenko Dream Comforters (Duna):

· Far-infrared: Nikken uses a combination of 26 ceramics to artificially produce FIR. FIR integral in regulating body temperature. It absorbs energy and reflects it back. If cold reflects heat back..if warm/hot – absorbs heat.

· FIR also integral in release toxins and moving body to alkaline state. (lots of FIR saunas around now to detox). Reason FIR Causes cells to vibrate/resonate and therefore release toxins – combined with the nodules massaging the lymph nodes powerful way to assist body in detoxing every night.

· Helps balance ph levels & decrease acidity levels

· Chittocotton: Naturally derived, breathable cotton that assists in temperature regulation

Ionic Comfort Technology: created through inclusion of special stone tourmaline. Tourmaline generates negative ions when exposed to your body's heat and pressure of the body upon the stone.

· Negative ions refresh and rejuvenate like standing near a waterfall.

· Negative ions are molecules with an extra electron. Negative ions in the blood stream accelerate the delivery of oxygen to our cells and tissues.

· Although negative ions are plentiful in nature (occurring at almost twice the amount near the ocean or waterfalls as normal), modern environment is lacking these natural energetic boosters.

· Negative ions are believed to produce biochemical reactions that increase levels of the mood chemical serotonin and as a result relieve stress and soothe and relax. Negative ions are also reported to relieve asthma, bronchitis and hay-fever.

Kenko Dream Deluxe Pillow:

· Orthopedic design: Provide proper support and cradle head. Endorsed by World Federation of Chiropractors. Provides proper alignment with body.

· Rubberthane: to manage temperature and massage neck and shoulders

· Magnets: to assist release in neck & shoulder tension

· Far-infrared: Head temperature needs to be 1 degree cooler - for optimum sleep. Far-infrared technology in the Nikken pillow specifically designed to address this.

The Nikken Sleep System helps address the reasons why we aren't sleeping through the core technologies:

- * Regulates temperature through Rubberthane to wick moisture, breathable Chittocotton, Far-infrared energy to reflect/absorb heat.
- * Soothes and relaxes through Ionic Technology
- * Increases circulation and releases tension through Magnetic energy
- * Comforter FIR assists the body in balancing PH thus assisting relax and sooth by relieving discomfort caused through injury, swelling or fatigue
- * Aids lymph system to release toxins