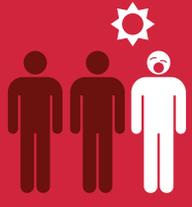


SLEEP DEPRIVED AMERICANS SHOULD

GO RED BEFORE BED



50-70 MILLION ADULTS IN THE U.S. SUFFER FROM SLEEP OR WAKEFULNESS DISORDERS¹

 **1 IN 3**

ADULTS ARE TIRED ON A DAILY BASIS DURING DAYLIGHT HOURS¹



43% OF AMERICANS ARE "VERY LIKELY" TO USE CAFFEINATED BEVERAGES TO COMBAT DAYTIME SLEEPINESS²



40% OF AMERICANS GET LESS THAN THE RECOMMENDED **7 HOURS** OF SLEEP PER NIGHT³



PERCENTAGE OF AMERICAN INTERNET USERS WHO RESEARCHED HEALTH INFO ONLINE⁴

\$84 MILLION

THE AMOUNT OF MONEY AMERICANS SPEND ON OVER-THE-COUNTER SLEEP AIDS EACH YEAR⁵ LEAVING MANY SEARCHING FOR MORE COST-EFFECTIVE WAYS TO HELP MANAGE THEIR CONDITIONS



LOOKED SPECIFICALLY FOR SLEEP REMEDIES⁴

THE TIME SHIFT TO AND FROM DAYLIGHT SAVING TIME TO STANDARD TIME MAY COMPROMISE SLEEP RHYTHMS⁶



INADEQUATE SLEEP CAN BE A RISK FACTOR FOR:



OBSESITY



HEART DISEASE



HIGH BLOOD PRESSURE



PREMATURE AGING

AND OTHER CHRONIC DISEASES⁷

TART CHERRIES, A NATURAL SOURCE OF MELATONIN, MAY HELP IMPROVE THE QUALITY AND DURATION OF SLEEP, REDUCE THE SEVERITY OF INSOMNIA AND INCREASE OVERALL SLEEP EFFICIENCY



IN ONE STUDY ADULTS WHO DRANK TWO DAILY GLASSES OF TART CHERRY JUICE SLEPT 40 MINUTES LONGER ON AVERAGE AND HAD UP TO A 6% INCREASE IN SLEEP EFFICIENCY⁸



RESEARCHERS ALSO FOUND THAT DRINKING TART CHERRY JUICE DAILY HELPED REDUCE THE SEVERITY OF INSOMNIA & TIME SPENT AWAKE AFTER GOING TO SLEEP⁹

RESEARCHERS ATTRIBUTE THE SLEEP BENEFITS TO THE MELATONIN & PHYTONUTRIENT CONTENT OF TART CHERRIES WHICH ARE ESPECIALLY ABUNDANT IN ANTHOCYANINS

EACH SERVING OF TART CHERRY JUICE CONCENTRATE IS ESTIMATED TO CONTAIN THE EQUIVALENT OF

90-100 TART CHERRIES



RESEARCHERS FOUND THAT DRINKING MONTMORENCY TART CHERRY JUICE TWICE A DAY FOR TWO WEEKS HELPED INCREASE SLEEP TIME BY NEARLY 90 MINUTES AMONG OLDER ADULTS WITH INSOMNIA.¹⁰



TART CHERRIES ARE AVAILABLE YEAR-ROUND IN DRIED, FROZEN & JUICE FORMS (INCLUDING JUICE CONCENTRATE), AND ARE READILY AVAILABLE IN STORES ACROSS THE COUNTRY AND ONLINE

1. www.cdc.gov/features/dssleep/ 2. www.sleepfoundation.org/sleep-topics/caffeine-and-sleep 3. www.gallup.com/poll/166553/less-recommended-amount-sleep.aspx 4. The Pew Research Center's Internet & American Life Project. 2012. 5. Hossain JL, et al. The prevalence, cost implications, and management of sleep disorders: an overview. *Sleep and Breathing*. 2002; 6:85-102. 6. Lahti TA, et al. Transitions into and out of daylight saving time compromise sleep and the rest-activity cycles. *BMC Physiology*. 2008;8:3. 7. Liu Y, et al. Sleep duration and chronic diseases among US adults age 45 years and older: Evidence from the 2010 Behavioral Risk Factor Surveillance System. *SLEEP*. 2013; DOI: 10.5665/sleep.3028. 8. Howatson G, et al. Effect of tart cherry juice (*Prunus cerasus*) on melatonin levels and enhanced sleep quality. *European Journal of Nutrition*. 2012;51:909-916. 9. Pigeon WR, et al. Effects of a tart cherry juice beverage on the sleep of older adults with insomnia: A pilot study. *Journal of Medicinal Food*. 2010;13:579-583. 10. Liu AG, et al. Tart cherry juice increases sleep time in older adults with insomnia. *Experimental Biology*. 2014.