

TART CHERRIES

WE'RE STRUGGLING





SUFFER FROM SLEEP OR WAKEFULNESS DISORDERS²

• AND ARE TRYING TO FIND THE RIGHT REMEDIES ● •

CAFFEINATED BEVERAGES TO COMBAT DAYTIME **SLEEPINESS**³

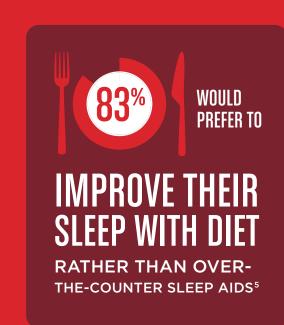
\$44 BILLION

THE AMOUNT OF SPEND ON VARIOUS BY 2020⁴

HE SIDE EFFECTS

OF AMERICANS ARE

CONCERNED ABOUT E EFFECTS **SLEEP AIDS** MIGHT HAVE ON THEIR BODIES⁵



ZZ AND WANT TO TAKE THE MED TIME OUT OF BED TIME ZZ

OF AMERICANS WOULD BE OPEN TO DRINKING FRUIT JUICE [AS OPPOSED

TO TAKING A SUPPLEMENT IN ORDER TO **INCORPORATE MELATONIN** INTO THEIR DIETS



SLEEP SOLUTION⁵





TO LEARN MORE ABOUT MONTMORENCY TART CHERRIES AND THE

SCIENCE BEHIND THEIR SLEEP BENEFITS, VISIT: CHOOSECHERRIES.COM

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³ National Sleep Foundation, Caffeine and Sleep, Sleepfoundation.org

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5 Cherry Marketing Institute. Online survey conducted by Harris Poll among 2,192 U.S. adults ages 18 and older surrounding state of America's slumber. January 9-11, 2017. 6 Howatson G, Bell PG, Tallent J, Middleton B, McHugh MP, Ellis J. Effect of tart cherry juice (Prunus cerasus) on melatonin levels and enhanced

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⁸ Pigeon WR, Carr M, Gorman C, Perlis ML. Effects of a tart cherry juice beverage on the sleep of older adults with insomnia: A pilot study.