

— PURE —  
**SLEEP**

**THE ULTIMATE GUIDE  
TO SLEEP HEALTH**



Sleep In...To Wellness!

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# THE POWER OF SLEEP

We all desire to have the physical and mental energy to approach everyday with our best self. This ultimately is the foundation to allow us to build a fulfilled life.

Getting the appropriate amount of sleep seems simple enough. However, the reality is that at times, we all experience the fast-paced and overwhelming aspects of life. It can be hard to quiet the mind after a full day and relax into the sleep we need. We believe nobody should have to deal with the added stress of not functioning at their best.

**Slip into a peaceful night of sleep so you can catch up on much-needed ZZZ's.**



SLEEP PURE, LIVE PURE.

## ***THE IMPORTANCE OF SLEEP***

Sleep is a restorative time for your mind and body, and if you have ever struggled through a day after a lack of sleep, you know this is true. Over 50 million Americans are affected by the consequences of not getting enough rest each night.

When you are sleep deprived, you may notice you have a hard time focusing and staying productive.

Not getting enough rest affects your health, memory, mood, cognitive function, immune system and leaves you more vulnerable to illness and disease.

The body needs to rest in order to repair itself and restore the energy needed to perform biological functions.

Here are some of the health issues that can occur from sleep deprivation.



## **Mental Health**

Sleep is directly correlated to our mental and emotional health. People who suffer from sleep issues have a 90% increased risk for mental health issues like anxiety and depression.

## **Inflammation**

Sleep has major effects on inflammation in your body. Doctors even recommend sleep evaluation for those with long term inflammatory conditions. Lack of sleep may increase risk of inflammation of the digestive tract, in disorders known as inflammatory bowel disease.

## **Weight Gain**

Poor sleep disrupts appetite regulation hormones and leads to an increase in levels of ghrelin, which can trigger one to have a bigger appetite, higher calorie intake, and excessive weight gain.

## **Heart Disease**

Less than 6 hours of sleep on a continual basis leaves you 48% more vulnerable to heart disease and 15% more likely to develop a stroke.

## **Poor Concentration**

Sleep deprivation has negative effects on brain function, memory, cognition, concentration, productivity, and performance. When you do not prioritize your sleep you are harming your brain to a similar degree as alcohol intoxication. Lack of sleep hurts your problem-solving skills and makes simple tasks harder.

## **Poor Exercise Performance**

Adequate sleep is linked to better athletic performance. Research shows how a lack of sleep can affect strength, speed, reaction time, motivation, and focus.

## **Weak Immune Function**

You are more likely to get sick and develop a cold if you sleep less than 6 hours each night. Those who get over 7 hours of sleep regularly have stronger immune system responses.

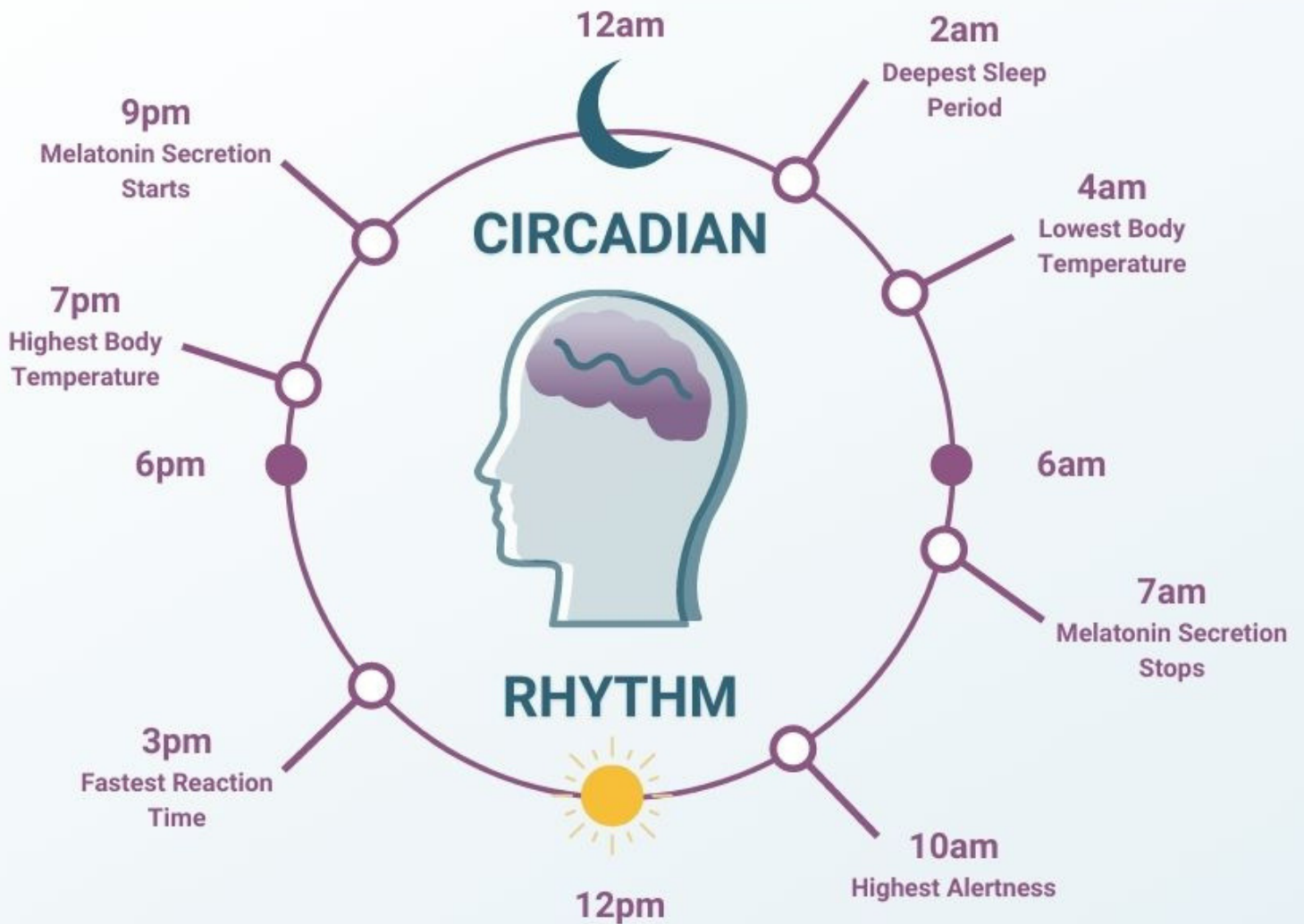


## ***YOUR CIRCADIAN RHYTHM***

Every human is hard-wired with an internal clock, known as the ***circadian rhythm***, which tells us when it is time to wake up, go to sleep, and eat.

Your circadian rhythm functions by taking cues from your environment such as daylight, darkness, and temperature change.

These outside influences activate certain hormones to wake you up or make you drowsy, regulate your body temperature, appetite, and support your metabolism.



When the eyes capture light or darkness, cells in our brain start sending signals making us alert or drowsy, which activates certain biological functions. Darkness triggers the pineal gland to secrete melatonin and tells the body it is time to sleep. When the sun rises, and you are exposed to light, your body produces cortisol to increase alertness. Your metabolism and body

temperature are also a part of your circadian rhythm. At night your body temperature drops and supports deep sleep. During the day your body temperature rises and reaches its highest point in the evening. Your appetite is also regulated by your sleep and wake rhythms. The rate at which you metabolize food fluctuates at different times in the day and night.



## **CIRCADIAN RHYTHM GOVERNS:**

- Sleep-wake cycle
- Hormone release
- Eating habits
- Metabolism and digestion
- Body temperature
- And other bodily functions

The key to good health and maintaining steady energy throughout the day is to keep your rhythm in balance by getting to sleep and waking up at the same time. Health disorders can arise if your rhythm is thrown off for extended periods of time.

## **CAUSES FOR IMBALANCED CIRCADIAN RHYTHM:**

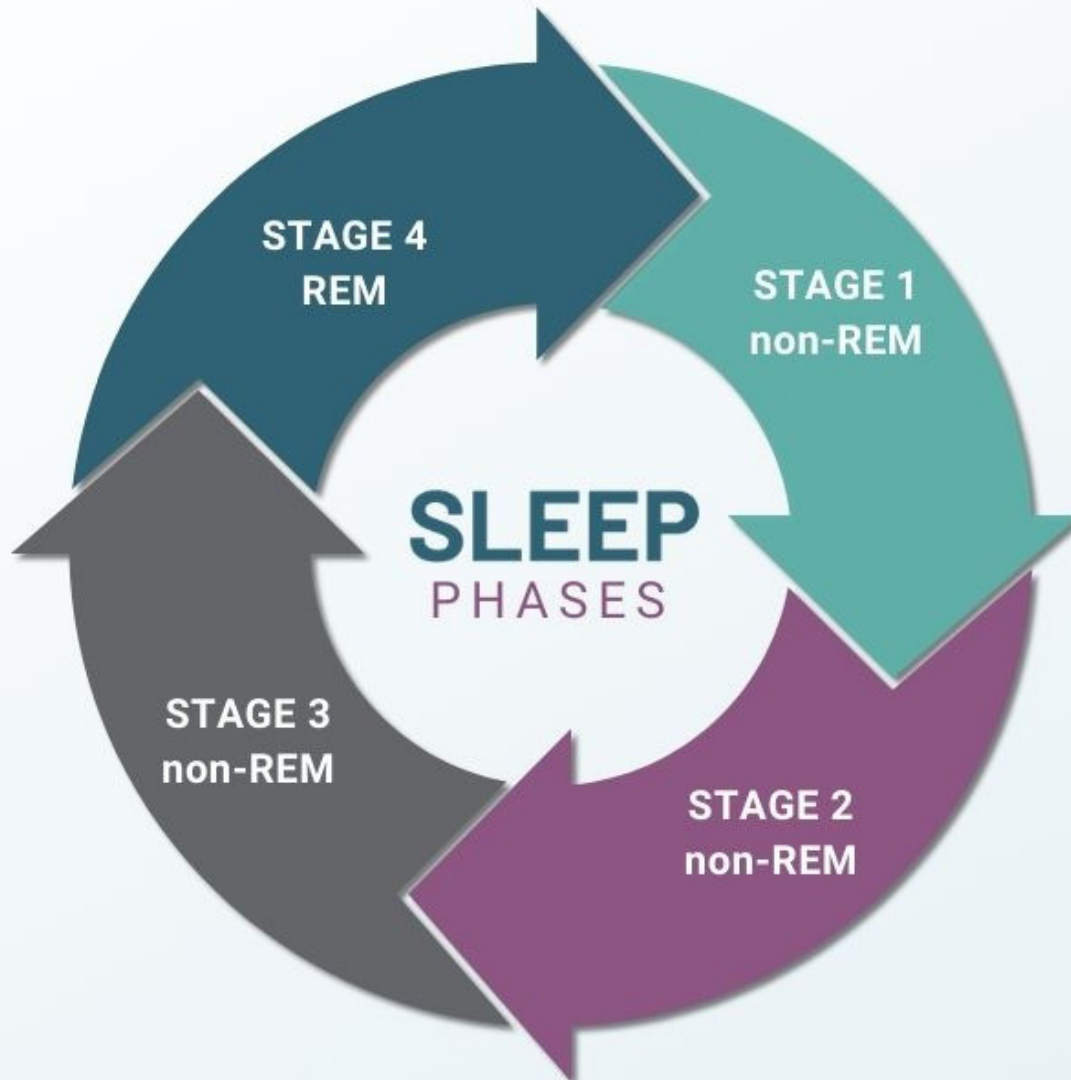
- Lack of exposure to sunlight
- High stress
- Irregular sleep patterns
- Changing time zones from traveling
- Jet lag
- Misuse of drugs, alcohol
- Consuming lots of caffeine
- Smoking tobacco
- Inconsistent eating habits



Disrupting your sleep and wake cycles or changing them often can result in exhaustion, mood disorders, mental fatigue, and weight gain.

Your rhythm adjusts based on your habits, work hours, physical activity, and other lifestyle choices. Age also influences your circadian rhythm, and it changes throughout your life. Your circadian rhythm is unique to you; every individual has a slightly different internal clock.

Pure Sleep helps balance your natural rhythm to improve your health and energy.



## ***YOUR SLEEP PHASES***

Many of us hop into bed each night without ever thinking about the stages of our sleep cycle and what happens after we close our eyes.

During your sleep, you experience 4-6 cycles of REM sleep, or “rapid eye movement” sleep and your brain is very active during these periods.

REM sleep makes up about 25% of your time spent asleep. This cycle is key to unlocking a wealth of health benefits!

Everyone's sleep cycle has periods of non-REM sleep and REM sleep. There are three phases of non-REM sleep, and then follows the stage of REM sleep.

REM stands for "**Rapid Eye Movement**" and it first occurs about an hour and a half after you have fallen asleep and will happen a few times throughout the duration of sleep. Non-REM sleep is when your brain activity is decreased, and your eyes don't move much.

There are four stages of sleep that you cycle through a few times throughout the night.

On an average night, a person goes through these stages of sleep about 4-6 times. Each sleep phase gets longer each time you cycle through it.

When you drift into sleep, you begin in non-REM sleep, broken out into three stages. After you pass through non-REM sleep phases, you will achieve REM sleep.



## **STAGE 1 OF NON-REM SLEEP / NR1**

When you drift into sleep, you enter stage one of non-REM sleep; this period usually only lasts about 5 minutes. In this light sleeping period, you may still be aware of what is going on around you. Your body is not fully relaxed; however, your brain activity and eye movement begin to slow down, and you are now progressing into stage 2.

## **STAGE 2 OF NON-REM SLEEP / NR2**

During Stage 2 of non-REM sleep, your body relaxes more, and you are no longer aware of what is going on around you. Your temperature will go down slightly, your breathing and heart rate slows, and your eye movement will stop. This period of sleep is about 10-25 minutes. Each time you enter the nR2 sleep stage, it gets longer throughout the night.

## **STAGE 3 OF NON-REM SLEEP / NR3**

The last stage of non-REM sleep is a deep sleep period where breathing is at its slowest, brain activity is reduced, and your body is in a state of deep relaxation. The brain experiences patterns of delta waves during this time.

Tissue repair, regeneration of immune function, and healthy cell growth, along with other body and health benefits, occur during nR3. Your body releases hormones that support healing during this time.

During the first half of the night, we spend most of our time in this phase, about 20-40 minutes. As we continue cycling through the sleep phases, we spend less time in nR3 sleep and more time in REM sleep.

## **STAGE 4 REM SLEEP / REM**

REM or rapid eye movement is the period of sleep where the brain activity increases and your body experiences atonia, where your muscles are temporarily paralyzed, except for the muscles that control your eyes and breathing. Your eyes are moving behind your eyelids, and your brain is very active; similar to when you are awake. At this time during your sleep cycle, you experience intense dreams. Light dreaming can occur in non-REM sleep phases; however, it is not very common.

It takes about 90 minutes to enter the first phase of REM sleep, and the first pass lasts only 10 minutes. As you cycle through the different sleep stages, each time you go into REM sleep, the duration will last longer. The later stages can last around an hour. For adults, 25% of total sleep time is spent in REM sleep.

**This time in REM sleep supports your critical thinking, learning, cognitive function, creativity, and memory.**

REM sleep is crucial to your wellbeing and mental health. There are a couple of things you can do to ensure you are getting enough REM sleep in each night for maximum wellness benefits and mental alertness.



## ***TIPS FOR SUPPORTING REM SLEEP:***

- Don't drink alcohol or caffeine at least 4 hours prior to sleep
- Get daily exercise
- Wind down for bed without screens and blue light
- Sleep in a quiet, dark, and cool room
- Stick to a sleep schedule and consistent bedtime
- Relax before bed to de-stress; read and enjoy a cup of tea
- Have one serving of Pure Sleep 30 minutes before bed to support deep sleep



## ***THE KEY TO PRODUCTIVITY***

Stress overload is the biggest contributing factor to poor sleep. Too much stress on work and not working efficiently is an unhealthy pattern that so many of us fall into. Sleep helps solve so many of these problems we don't give enough attention to.

### **THE BENEFITS OF SLEEP:**

- Improved productivity
- Better decision making
- Healthier stress response
- Better memory
- Increased problem-solving abilities
- Fewer distractions and fewer mistakes



Many of us are missing out on the sleep we need to be productive. No matter the work you do, a lack of sleep impairs your creativity, problem-solving abilities, memory, and decision making. It also increases stress, makes you more prone to mistakes, and negatively affects your performance.

We have created a lifestyle where we have too much to do, and we stress about what we need to accomplish, so we cut ourselves short of sleep: the single most significant factor that contributes to better health, less stress, and increased productivity.

Sleep is essential to balancing our health and managing stress. At a minimum, we need it to perform biological functions. To be productive, efficient, and make good decisions, we need to get a full night of quality sleep consistently. Prioritizing sleep maximizes the value of our wake time and how we use our energy each day.

**Prioritize your sleep, stress less, and improve your productivity!**

# PURE SLEEP

## A SWEET SLUMBER SUPPORTED BY NATURE

Pure Hemp Botanicals Pure Sleep formulas are designed to support your sleep cycle, help you get to sleep faster, and stay asleep so you can recharge and wake up feeling great.

Pure Sleep contains full spectrum pure hemp extract, CBN isolate, and melatonin. The Pure Sleep tincture contains a special blend of tranquility terpenes for the peaceful sleep your body needs.

Our full spectrum pure hemp extract delivers all the benefits of cannabinoids and hemp plant compounds in one dose. Melatonin plays an important role in your sleep cycle by balancing your circadian rhythm for quality rest.



One or two Pure Sleep Gummies before bed helps you get to sleep fast, stay asleep, and wake up rejuvenated. Pure Sleep fruit gummies have relaxing properties from a full spectrum of hemp extract, including CBN Isolate for its sedative effects, and melatonin to support a balanced circadian rhythm. Enjoy Pure Sleep with a delicious fruit gummy.



One serving of Pure Sleep helps relax the body into a tranquil state so you can get in a full night of deep sleep and wake up energized. No more sleepless nights spent tossing and turning, our sleep tincture is specifically formulated to promote deep sleep with melatonin, CBN, and tranquility terpenes.



PURE  
**SLEEP**  
HEMP EXTRACT PRODUCTS



Purity you can feel. Quality you can trust.