

PRESS RELEASE

Beating the bedtime blues

14 October 2015, Johannesburg: Sleep is an essential part of our daily lives, but we don't always get it right. Linda Breedt, from leading base set retailer, Sleepmasters, sheds light on this significant activity, explaining how a poor night's rest can negatively affect our mental, physical and emotional wellbeing, and how choosing the right base set, among other things, can contribute to better quality sleep and ultimately improve your overall wellbeing.

Why sleep?

The answer to this question is not that straight forward. "We tend to think that sleep involves the shutting down of the mind and body, but research has shown that it is in fact a very active period, providing our minds and bodies the time to do the important work that they are unable to do when we are awake," explains Linda.

In short, sleep allows the body to grow muscle, repair tissue, synthesise protein and release hormones. It also allows the brain to process, consolidate and store information and experiences – moving the important things to our long-term memory and clearing out the unnecessary waste that gets accumulated in our waking hours. "We spend about a third of our lives sleeping, and it's no wonder, as it has profound effect on our brain development and overall health," nods Linda.

Sleep matters

The importance of sleep ranks up there along with breathing, eating and drinking. Not getting enough sleep, or getting poor quality sleep, is linked to many physical and mental health problems.

We can all admit that we feel happier and healthier after a good night's sleep, but there's more to it than just that. Inadequate sleep is said to contribute to anxiety, depression, decreased concentration, slower response times, a weakened immune system, and poor memory recall to name a few, all of which can interfere with your personal relationships and work productivity. "The scary truth is that sleep deprivation can be as harmful to your wellbeing as starving yourself of food and nutrients," explains Linda.

The problem is that our modern lifestyles tend to overemphasise busy-ness and productivity, and disregard the importance of rest and stillness. Thus, sleep is often one of the first things that is reduced when life gets hectic, but it's at these times that sleep counts the most. Says Linda: "It's when we're tired that we make mistakes and are clumsy and forgetful, but in extreme cases this can lead to more serious problems, such as falling asleep at the wheel or the risk of high blood pressure and heart disease for example."

Rest right

“From a holistic perspective, getting enough sleep is just as important as following a nutritious, vitamin-rich diet. There are many factors that play a large role in determining the quality of sleep that you enjoy - from the food you have for dinner, to your thought patterns and the type of bed you sleep in,” explains Linda, who shares her advice on simple ways to get the best nights rest possible.

1. **Prioritise sleep** in your life by allowing sufficient time for sleep and creating healthy sleeping patterns. Try go to bed and wake up at the same time every day, and develop a relaxing bedtime routine that you perform every night before going to sleep.
2. **Shop for a new base set** that best suits your body type and sleeping position. Visit a bed specialist retailer, such as Sleepmasters, where staff are well versed on bedding and will be able to offer you personal assistance. Established base set company, Sleepmasters, retails a wide variety of trusted bed brands, and allows consumers to individually try out base sets in-store in the unique ‘Comfort Zone. And with their same-day delivery service, you can be getting your best nights rest with immediate effect.
3. **Adjust the light, noise and temperature** in your bedroom so that you create an ideal environment that promotes peaceful sleep free from distractions.
4. **Change your eating, drinking and exercise routines.** Avoid heavy meals, alcohol, spicy food and stimulants before bed. While these may not affect your ability to fall asleep, they may affect the quality of your sleep, leaving you less rested the next day.
5. **Turn off your devices** so that your sleep won’t be disturbed by messages, calls and alerts. “Also avoid electronic books as the light from the screen impedes melatonin production and tricks our body clock into thinking it is daytime, making it harder to get to sleep,” suggests Linda.
6. **Stay calm.** Don’t let a racing mind keep you from sleep, instead practice calming breathing techniques, and don’t stress when you can’t sleep as this will exacerbate the problem.
7. **Download a sleep app** on your phone to help you keep track of your sleeping patterns and figure out what factors lead to a poor or good nights rest.

Visit www.sleepmasters.co.za to shop online or to find a Sleepmasters store closest to you, or call them on 0800 222 888.

ENDS

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