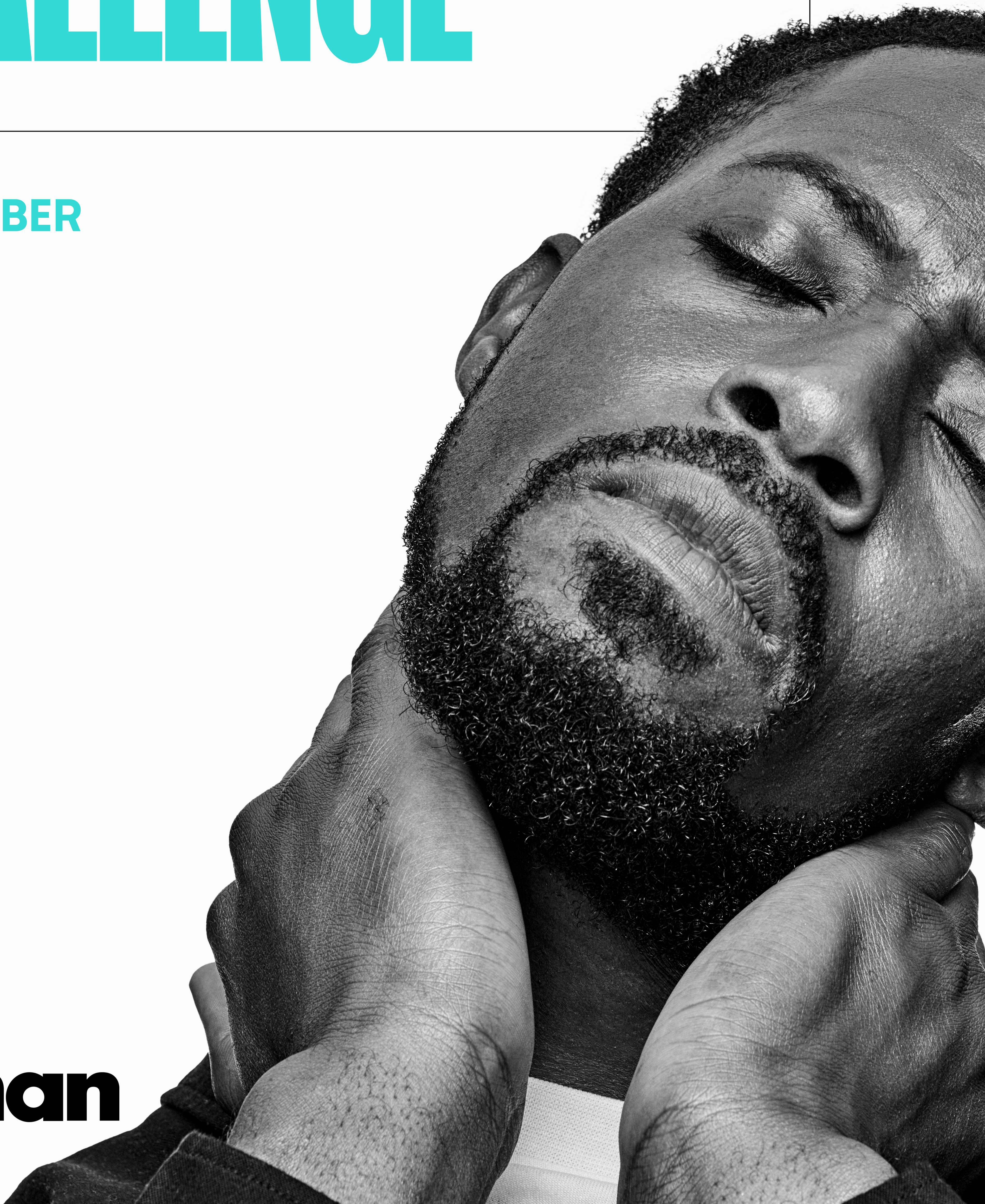


SLEEP OPTIMISATION **CHALLENGE**

SEPTEMBER

numan



Sleep optimisation

Sleep might be the closest thing we have to a daily reset button, and yet, most of us aren't getting enough of it. Despite its powerful impact on everything from mood and memory to immune function and metabolism, good sleep is often the first thing we sacrifice.¹

So this September, we're helping you change the narrative. The challenge? Optimise your sleep. That means rethinking your bedtime routine, creating a space that invites rest, and switching off the screens that keep your brain wired long after dark.

¹ Worley SL. The extraordinary importance of sleep: The detrimental effects of inadequate sleep on health and public safety drive an explosion of sleep research. P & T: a peer-reviewed journal for formulary management. 2018;43(12): 758–763.

² Papatriantafyllou E, Efthymiou D, Zoumbaneas E, Popescu CA, Vassilopoulou E. Sleep deprivation: Effects on weight loss and weight loss maintenance. Nutrients. 2022;14(8): 1549



Why sleep matters

A good night's sleep does more than just help you wake up on the right side of the bed. It sharpens your focus, lifts your mood, and sets the tone for the day ahead. Miss out, and brain fog, low energy, irritability, even aches and pains can start to creep in.¹

But the impact of sleep goes far beyond the next morning. Consistently getting enough rest is one of the most powerful things you can do for your long-term health. Research shows it's linked to benefits like:^{1,2}

- Better memory, sharper focus, and enhanced productivity.
- Regulating hormones that control hunger, making it easier to maintain a balanced weight.
- Lowered risk of heart disease, stroke, diabetes, and depression.
- Managing stress, reducing anxiety, and maintaining emotional balance.

Your September sleep challenge

The goal this month is simple: improve the quality of your sleep by making small but impactful changes.

Over the next 30 days, we'll focus on four key areas:

- Building a consistent bedtime routine
- Creating a sleep-friendly environment
- Reducing screen time before bed
- Improving sleep hygiene through mindful habits

WEEK 1:

Create your ideal sleep environment



Your bedroom should be a haven for rest. You should go into your bedroom and expect nothing but good sleep.

There should be no associations with staying up late or getting holed in an endless doom-scroll.

This week, start by optimising your sleep environment to promote deep, uninterrupted sleep. Here are a few proven ways on how to do so:

KEEP IT COOL

Set your room temperature between 15–19°C, which is optimal for most people. This might mean keeping your window open at night, or regulating your heating – but only do so if this won't affect your bills and other aspects of your livelihood.

LIMIT LIGHT

Use blackout curtains to block outside light and avoid bright artificial lights before bed.

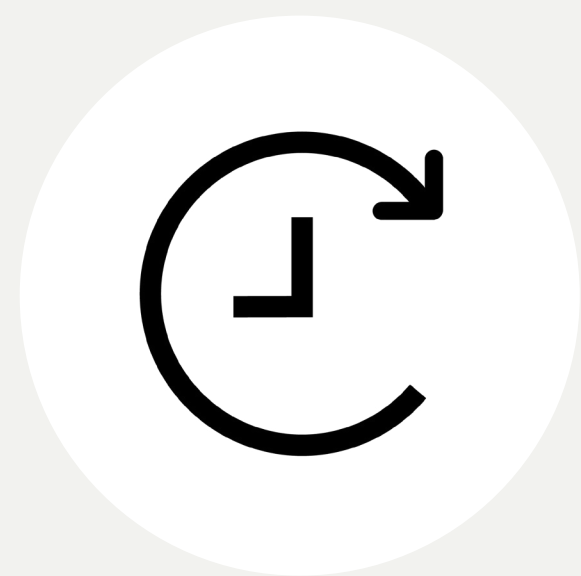
ELIMINATE NOISE

Sleeping in complete quiet is your best bet, but we know that this could be hard depending on where you live. You can, instead, try playing white noise or use earplugs (ones that are comfortable to sleep in).

WEEK 2:

Build a bedtime routine

Just as children benefit from a consistent bedtime routine, adults do too. You'd be surprised how many adults try their best to stick to a regular bedtime, and for good reason too.



This week, focus on creating a calming pre-sleep routine:

- Try to go to bed and wake up at the same time each day, even on weekends. This consistency helps regulate your body's internal clock. Set alarms to wake up and reminders to go to bed if this is completely out of habit for you.
- Incorporating soothing activities like reading, meditating, or taking a warm bath can help you relax before bed. Avoid stimulating tasks like work, exercise, or intense conversations.
- Start winding down at least an hour before bed. Dim the lights and prepare your body and mind for sleep.

WEEK 3:

Reduce screen time

One of the biggest culprits of poor sleep is screen time before bed.

The blue light emitted by phones, tablets, and TVs interferes with melatonin production, the hormone that signals your body to sleep.³



This week, challenge yourself to:

- Replace screen time with calming activities like journaling, stretching, or listening to soft music for at least an hour before bed.
- If you must use a screen in the evening, enable the blue light filter on your device to reduce its impact on your sleep cycle — but we do recommend you do your best to eliminate the use of screens altogether.
- Leave your phone and computer outside the bedroom or place it across the room to avoid the temptation of scrolling before bed.

³. Silvani MI, Werder R, Perret C. The influence of blue light on sleep, performance and wellbeing in young adults: A systematic review. *Frontiers in physiology*. 2022;13: 943108.

WEEK 4:

Mindful sleep habits

The last step of this challenge is to get you into that place of complete 'zen' before you sleep. So your next step is to be mindful.



Here are a few suggestions to get you started:

- **LIMIT CAFFEINE AND ALCOHOL**
Both can disrupt your sleep, especially if consumed later in the day. Try to cut back, particularly after lunch.
- **WATCH WHAT YOU EAT**
Avoid large meals or spicy foods right before bed, as they can cause discomfort and disrupt sleep.
- **INCORPORATE RELAXATION TECHNIQUES**
Try deep breathing exercises, progressive muscle relaxation, or meditation to calm your mind and body before sleep.

Track your progress

Sleep tracking may already be a habit for those who enjoy a fitness wearable. And that's great.

Sleep tracking allows you to truly see the improvements in your sleep quality. You don't have to invest in an expensive wearable to do so, either. Use a sleep app, a journal, or simply note how many hours you sleep each night and how you feel the next day. Pay attention to patterns, and tweak your habits accordingly.

The changes you'll expect to see

By the end of the challenge, you'll likely notice that you:

- Are waking up refreshed and energised to tackle the day.
- Have sharper focus and better productivity at work or during daily tasks.
- Feel calmer, less irritable, and more emotionally balanced.

Improving sleep is one of the most effective ways to boost your overall health and wellbeing. With these small adjustments, you'll be setting yourself up for a lifetime of better rest.

