

SLEEP SUPPORT

New Zealand Sweet Cherry



Phytomelatonin
Supporting Quality Sleep for
Adults, Children & Babies



www.tru2u.co.nz



New Zealand Sweet Cherry Superior Strength - Superior Quality

Sleep Support 100% New Zealand Sweet Cherry
Super Strength Concentrate 250ml

When Tru2U Sleep Support is taken an hour before bed it provides support for:

- A quality and restorative sleep
- Relaxing easily into sleep
- Returning to sleep when woken during the night
- Adjusting your body clock to return to your normal sleep pattern
- Realigning sleep patterns when travelling
- Children who wake frequently
- Mood balance and stress management
- Shift workers
- Healthy energy levels



Recommended serving sizes:

For children or smaller adults we recommend that the serving size be reduced in proportion to the body weight. Most people enjoy a dilution of 1 part juice to 7 parts water. Do not heat.

Body Weight	Super Strength Concentrate
70-90kg	7.5ml
55-70kg	6ml
40-55kg	5ml
30-40kg	4ml
20-30kg	2.5ml
10-20kg	1.5ml

How do I use Tru2U Sleep Support?

- **IMPORTANT:** May take 2-4 weeks or longer to start feeling the benefits
- Enjoy one hour before bed to support good sleeping habits
- Consume daily for at least 4 weeks for optimum results
- Dilute 1 part juice to 7 equal parts water, or dilute to taste – DO NOT HEAT
- Tru2U Sleep Support products should be refrigerated or frozen whenever possible to protect the nutritional benefits
- The concentrate will not freeze solid when frozen, remaining pourable straight from the freezer
- For added convenience mix up a sealed jug and keep in the fridge
- For children and toddlers reduce serving size according to body weight
- Babies must have consumed solids for 2 months
- Tastes great over yoghurt
- Use as an ice-cream topping
- Blend into smoothies or mix with other juices
- Consult your practitioner if you take Warfarin
- Always read the label and use as directed



www.tru2u.co.nz

CONSUMER HOTLINE

0800 87 82 82

(0800 TRU2U2)

+64 3 351 11 76

email info@tru2u.co.nz for scientific references



8/11 Penn Place
Middleton
Christchurch 8041
New Zealand

info@tru2u.co.nz

www.tru2u.co.nz





The Natural Way - Phytomelatonin

Supporting Quality Sleep, Good Health & Well Being

Tru2U Sleep Support is produced from certain varieties of New Zealand grown sweet cherries from Central Otago, which contain naturally occurring phytomelatonin, to support regular sleep patterns for adults, children and babies.

Why Tru2U Sleep Support?

- 100% pure fruit, superior quality - absolutely no additives, no added sugar or artificial sweeteners, no preservatives, no flavours or colouring agents
- Protected - fully recyclable HDPE black plastic bottle does not leach into the juice or let light in, to protect the phytomelatonin, which is a potent antioxidant
- More effective - our products are kept chilled to maintain superior quality for best results
- Non-addictive - no drowsiness the next morning, suitable for long term use
- 100% natural - may be enjoyed during pregnancy and breastfeeding
- Low Glycemic Index so suitable for many diabetics
- Potent antioxidants and anthocyanins to support the immune system
- Tastes great - deliciously smooth, sweet and velvety

What is Phytomelatonin?

Sourced from Plants

Phytomelatonin is a naturally occurring antioxidant found in certain varieties of New Zealand Sweet Cherries, which supports your body's regular and natural sleep pattern.

Your sleep hormone (melatonin) is secreted by your brain's pineal gland in small amounts as you wind down at the end of the day and prepare for sleep. As you drift off into your 'light sleep' more of your sleep hormone is secreted.

Higher levels of melatonin are secreted when you reach your 'deep sleep' state, usually 2-3 hours after you have slept continuously from first going to bed.

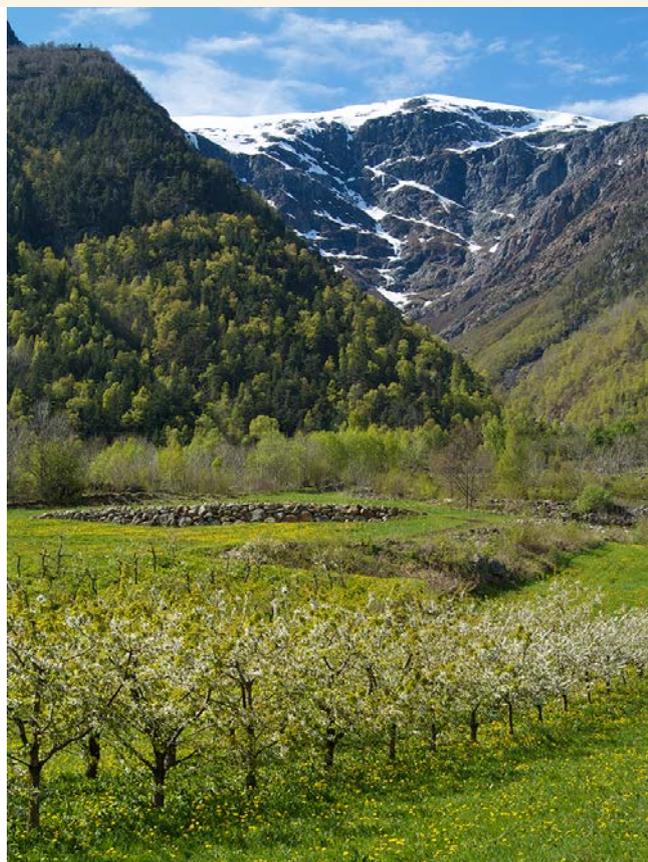
Why Can't I Sleep?

Unfortunately most of us wake before we reach our deep sleep. This means we do not naturally produce enough melatonin to achieve a quality sleep, and to sleep continuously through until morning.

Melatonin is only produced at significant levels when it is dark. It is imperative to sleep in a dark room with no light as your body's natural production of your sleep hormone will be affected by even small amounts of light.

The light from a clock radio is enough to signal the brain that daytime is coming and will prepare your body for waking by slowing down the production of your melatonin.

NB: Shift workers and young children will still benefit by day, in a dark room.



Did You Know?

• Every Function of the Body is Impacted by Sleep

Sleep is as important to the human body as food and water, but most of us don't get enough sleep. Insufficient sleep, or disruptions to the sleep-wake cycle, may cause fatigue, stress, depression, weight gain and poor concentration.

• Hormonal Balance

There are several factors which contribute to a quality sleep. For many women hormonal imbalance results in reduced production of your sleep hormone. Many women tend to wake around 1am, 3am and/or 5am, and have difficulty getting back to sleep.

• Weight Management

Sleep supports a healthy appetite by supporting normal levels of the hormones ghrelin and leptin, which control your feelings of hunger and fullness. When we are sleep deprived, we may feel the need to eat more.

• Mood Fluctuations

Hormones have a significant effect on your emotions. If you do not have enough sleep your hormones can make you feel moody, unhappy, frustrated, upset and subject to mood swings.

• Jet Lag

Jet lag is the result of disruption of the light/dark cycle that controls the body's natural circadian rhythms, causing fatigue and difficulty sleeping - your body clock struggles to reset to the new time zone.

• Quality Sleep

If you are unable to fall asleep, or to stay asleep long enough to get a quality full nights sleep, it can make you feel permanently tired. One in three adults in New Zealand may have difficulty achieving a relaxing and quality sleep.

• Children Benefit from the Rich Source of Phytomelatonin & Anthocyanins

Sleep deprivation impacts children in different ways to adults - sleepy children 'speed up' rather than slow down. Lack of sleep can also impact your child's school performance with poor concentration and focus.

Uniquely New Zealand

New Zealand's scenic Central Otago has a unique fresh and clean micro-climate, perfect for growing high potency cherries.



Certain varieties of cherries are carefully selected for high levels of naturally occurring phytomelatonin.

Our proprietary in-house juice concentration process is cold at all times. This process preserves the high quality and potency of the cherries, producing a raw juice that contains four times the phytomelatonin of any other juice or concentrate available.

