



NEOM

ORGANICS • LONDON

THE GUIDE TO HELP YOU SLEEP

'Packed with genius sleep tips!'

Grazia Magazine

100% NATURAL FRAGRANCES FOR THE MIND, BODY & SKIN



Our Editorial
WELCOME

My best friend recently said: “All this talk of lack of sleep makes me want to fall asleep!”, and I had to giggle. It’s true – everywhere you look, there are scary stats telling us that we’re sleeping less than ever, and just how much this can affect our health. The fact is we’re living through an unprecedentedly busy digital age, when our days and nights bear very little resemblance to what life would’ve been like just 50 years ago, and yes, it’s having an impact.

When we ran the Neom Lifestyle Stress Audit, lack of sleep came up as a main concern. In fact, *1 in 2* of you told us that you would feel happier and healthier if you got both a greater quantity *AND* better quality sleep each night. There’s nothing more delicious than one of those uninterrupted lengthy snoozes in the sack – waking up to natural light and with a big smile – but real life doesn’t always play ball.

So, at Neom, we focus on the things we *CAN* change – the small steps that make a big difference to our health, every single day. While we can’t write that last minute presentation for you, we can definitely help you unwind completely once it’s done – and turn your bedroom into a science-backed sleepy haven while you’re at it! Hurrah!

Our Sleep Book is full of practical tips, surprising insights, research based stats and failsafe lifestyle tweaks – all of which will help ensure that, when the time comes for you to curl up in bed, you’ll be destined for the best night’s sleep possible.

Sweet dreams!

Nicola Elliott

NEOM FOUNDER



You can find us on Facebook and Twitter 24/7.
Share your Sleep Tips with Neom fans, all over the world
[@neomorganics](#)



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Tried & tested tips
& simplest sleep solutions

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& EAT FOR CALM**

Switch off & fuel down

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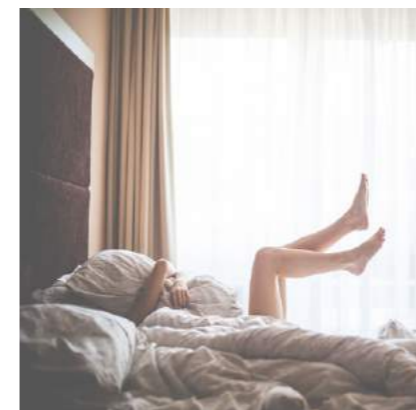


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The ultimate
NIGHT'S SLEEP

“Studies consistently show that less than 6 hours of sleep a night is a main cause of burnout. I can help you make changes to restore healthy sleep!”

Says Neom Sleep Expert, Anandi

“This is about easy and positive changes that really **STICK** and really **WORK**. It’s not about popping a pill or buying an insanely expensive mattress – it’s about looking at your sleep from every perspective, in a way that wakes you up to the simple solutions.

From the food you eat to the workouts you choose, everything plays its part in your best night’s sleep – and we’re here to get you there!”

Read on...

• SLEEP STATISTICS •

60%

BELIEVE MORE TIME WOULD MAKE THEM LESS STRESSED*

9/10

WOMEN IN THE UK ARE STRESSED*
 { A national stress audit found }

1^{IN}2

FEEL THAT BETTER QUALITY & QUANTITY OF SLEEP WOULD MAKE THEM LESS STRESSED*

The Scent to Sleep range that gave 88% of women

A BETTER NIGHT'S SLEEP

We're very proud of our multi-award winning Tranquillity™ blend, which was created with one aim – to help relax and prepare for sleep

A POTENT BLEND

of up to 19 of the purest possible essential oils

QUALITY

Many studies show that quality of sleep improves and stress levels decrease when inhaling lavender oil – and the unique Tranquillity fragrance uses a blend of the finest French and English lavender for deepest relaxation

PERFECTION

2 years in the testing and perfecting – we ran over 200 blend trials



Perfect Night's Sleep Bath & Shower Drops
£40.00

PROVEN

90% felt totally calm before sleep*

LASTING

The Perfect Night's Sleep Pillow Mist radiates a relaxing scent, helping you sleep through the entire night

And yes, it *REALLY* works – as evidenced by 88% of women who said they slept better

• RECOMMENDED ITEMS •



TRANQUILLITY
SCENTED CANDLE (TRAVEL)
£16.00



PERFECT NIGHT'S SLEEP
BATH FOAM
£22.00



TRANQUILLITY INTENSIVE SKIN
TREATMENT CANDLE
£36.00



TRANQUILLITY
REED DIFFUSER
£38.00

* Consumer usage research involving 65 women undertaken July 2015



CHAPTER 1

SLEEP EASY

*Simple, speedy & damn effective
— these are our favourite failsafe tips*



HOW *clean is your* BEDTIME?

Nope, it has nothing to do with fresh sheets (although that's always nice!), but everything to do with sleep hygiene: the unfussy practices you can adopt to prepare your mind and body for sleep. Here's how:

1 *Set your bedtime*

Some nights bedtime may be 1am, others 9pm – which means you're missing out on the most crucial element of a clean routine – consistency.

By going to bed and waking at regular times everyday, we can support the body's natural circadian rhythms (our 24hr body clock). You'll wake feeling more refreshed, even if you're actually getting less sleep than before.

"Early to bed (around 10pm) and early to rise (between 6 and 7am) works wonders," says Neom Sleep Expert, Anandi.



Zzzz



2 *Don't over nap*

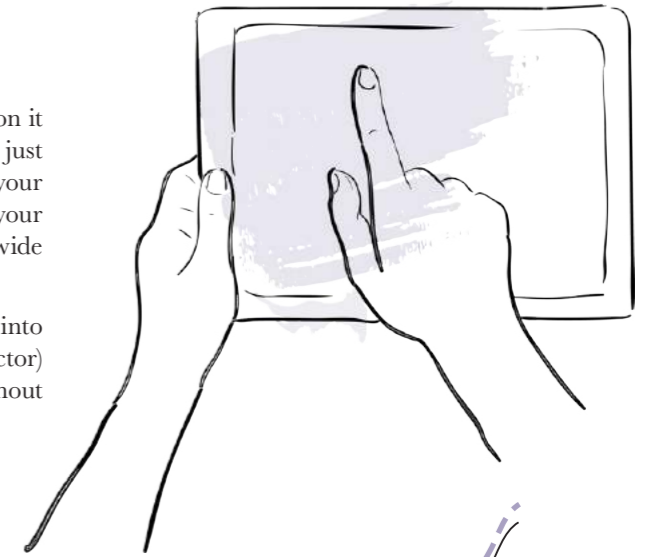
A 20 minute nap during the day tunes out the nervous system and can give you as much energy as two cups of coffee and last much longer. However, 30 minutes or more will see you entering deep sleep and leave you feeling groggy on waking.*

*Gregg Jacobs Sleep Disorders Centre at the University of Massachusetts Medical School; March 2003

3 *Tune out all tech*

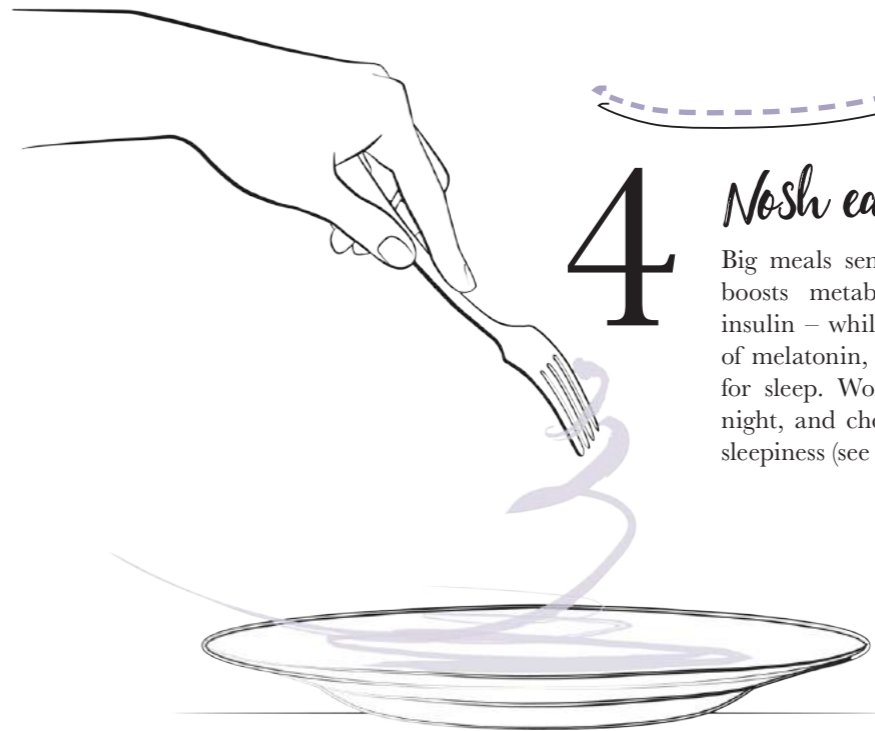
This won't be the last time we'll mention it – but countless studies have now shown just how disruptive the blue light which your phone, computer and tablet emits is to your sleep cycle. It cues the brain up to be wide awake when it should be settling down.

If you **HAVE** to look at a screen, pop it into Night Mode (or buy a blue screen protector) and always leave at least an hour without any tech before you plan to fall asleep.



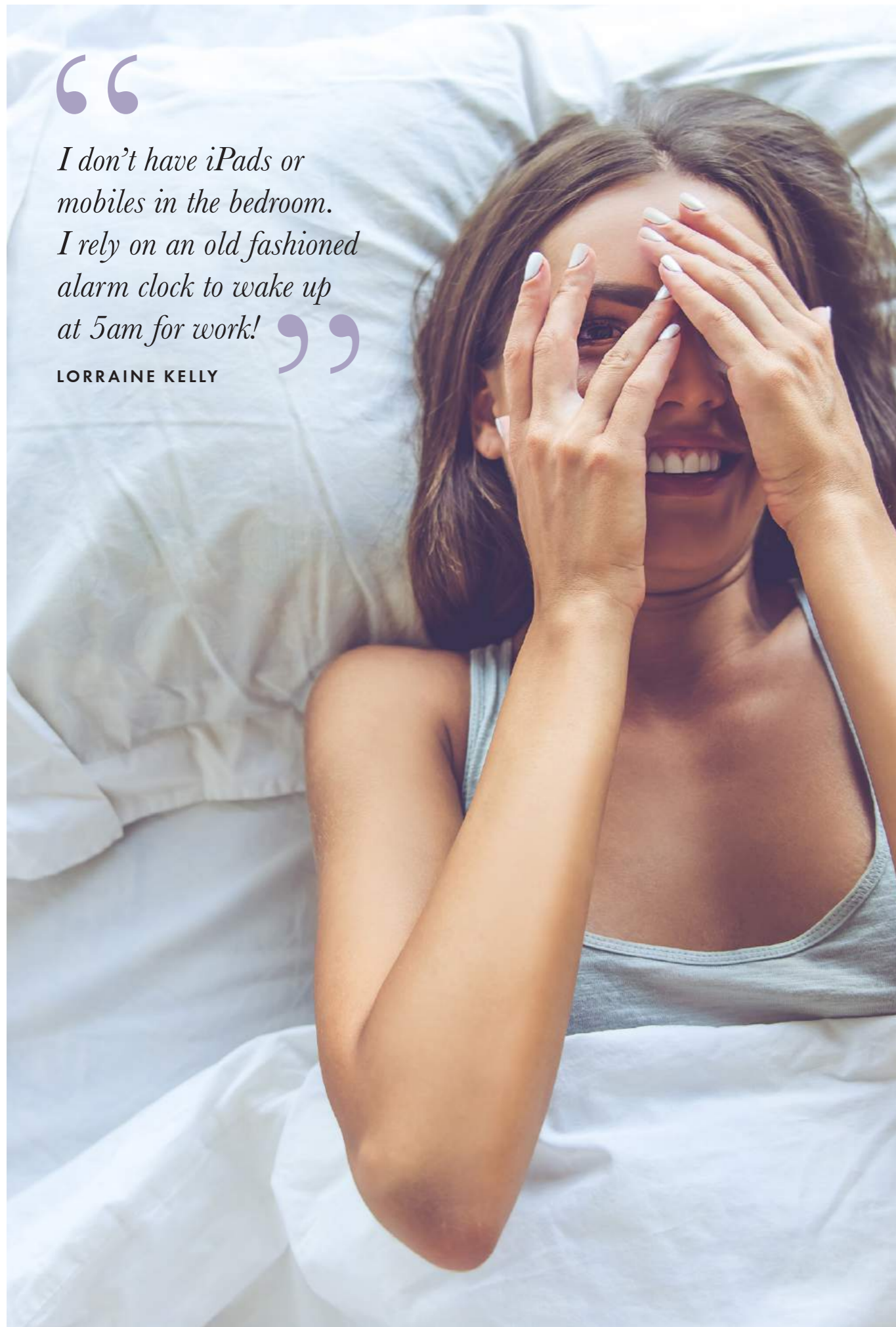
4 *Nosh early*

Big meals send blood sugar levels up, which boosts metabolism and the production of insulin – whilst also inhibiting the production of melatonin, which is the hormone you need for sleep. Word to the wise: keep it light at night, and choose trypt-rich foods to bring on sleepiness (see p.21).



NEOM SLEEP TIP

Spend one week experimenting with your ideal bedtime. When do you feel tired, but not overtired? Excited about the prospect of curling up, but not too exhausted to climb the stairs? Set the time that feels best and when you fall asleep most comfortably – always leaving an hour beforehand to have a bath, brush teeth and change into pyjamas etc. Once you've hit that sweet spot, try to stick to it.



“

I don't have iPads or mobiles in the bedroom. I rely on an old fashioned alarm clock to wake up at 5am for work!”

LORRAINE KELLY

Are you committing
THE 4 CARDINAL SLEEP SINS?



DO YOU TAKE YOUR PHONE UP TO BED WITH YOU?

A study showed that even the speediest two millisecond glance down at your phone is enough to interfere with your 24 hour body clock – and could steal precious sleep away as a result (cue: immediately switches off WhatsApp).



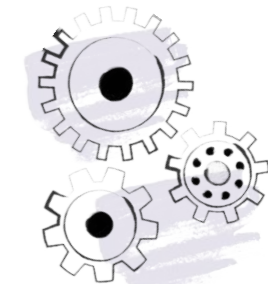
DO YOU SWITCH OFF AT LEAST ONE FULL HOUR BEFORE BEDTIME?

When you cut out the blue light of gadgets and TVs, the photoreceptors in the retinas of your eyes (which sense light and dark), send the correct signals to the hypothalamus in the brain, releasing sleep-inducing serotonin and tryptophan, which in turn encourages us to feel sleepy and relaxed. So, try to make your pre-bedtime hour completely tech-free.



DO YOU WATCH TV IN BED?

A 2013 study by consumer watchdog OfCom found that over 70% of teenagers had a television in their bedroom. This makes the brain recognise the room as an entertainment zone rather than a quiet, sleepy environment – uh oh! Impaired sleep affects learning and mood – so all experts advise keeping the TV in the living room, and bedrooms free of all devices. (And yes, we apologise in advance for your teenager's reaction to this news!).



DO YOU WORK IN THE BEDROOM?

Separating your living and working spaces is a basic tenet of good sleep hygiene. The Sleep Council advise that the bedroom be used for nothing other than relaxed sleep routines, sleep itself and sex. Amen to all of the above.

NEOM SLEEP TIP

Why WireLESS is More... Of all the gadgets we run at home, wireless routers are the most expensive – coming in at around £25 a year in energy usage when on standby (compared to a television which costs just £5 a year when on standby). Another reason to switch it off before you go up to bed then...



Photograph: Lauren Mahon - girlstolondon

Dream bedroom check?

Follow our Sleep Expert-approved checklist, for your most zen bedroom yet

1 CLEAR ALL CLUTTER

No, we can't all live like Marie Kondo, but our bedrooms really do benefit from being kept as clear and tidy as possible. Focus on keeping the space wholly free of clutter and distractions – and create calm with soothing scent, beautiful linens and favourite bedtime reads – so that as soon as you step through the door, your shoulders drop, and you know you can leave your stress behind you (And if you have a TV or computer in your bedroom, evict them!).

2 GET YOUR LIGHT RIGHT

The two hormones that regulate our sleep cycle are light-sensitive. The rising sun stops the release of sleepy serotonin and melatonin, waking us up naturally; while the evening drawing in causes the body's serotonin levels to rise and melatonin to be released to start the natural sleep cycle. Harsh strip lights, bright bulbs and the blue light from computers, phones and tablets will inhibit the natural sleep process. Flickering candles, on the other hand, will turn your surroundings into a soothing environment and a place of self-care and deepest sleep.

3 MATTRESS TEST

They're bloody expensive we know – but you will spend about 227,468 hours in your bed in your lifetime, making it one of the cheapest cost-per-use items in your home! Work out what your body responds to best – firm, medium or soft – and it's always wise to invest in natural, hypoallergenic fillings.

4 THE SMELL OF SLEEP

If you always have the same relaxing candle lit in the evening, just one whiff of the fragrance will immediately send signals to your brain's limbic system – and your body will automatically start to prepare itself for sleep. Genius.

“ Shifting my headspace meant I no longer saw sleep as this inconvenient thing that I needed ”



I'LL LET YOU IN ON A LITTLE SECRET...

It's the routine that counts, says Nicola Elliott - Neom Organics Founder, but not stressing when it goes a bit wrong is what matters the most

I wasn't always a great sleeper – years ago, when I was a jet-setting journalist, working across two time zones (and partying across them too!) – sleep came pretty low down on my priority list. I slept when I could and, being a lot younger, it took some time for the effects to catch up with me. But, of course, they did.

My moods were all over the place and I started to feel stressed and anxious, all the time. It was at the same time that a lot of women around me were also starting to struggle – sleep problems, self-doubt, and those tricky early days of motherhood, with all the juggling of work and home, which can knock us off centre for a while.

I realised that very few people dedicated as much time to their own wellbeing as they did to their careers (or children), and really wanted to change that. So I did. And what I realised was that the easiest way to make a change really STICK, is to make it small and enjoyable.

Change doesn't have to be hard people!

And when it comes to sleep, it really is about that very first step: creating a routine. It gives your body and mind something they can stick to and get used to, and that regularity plays a big part in how easily you fall asleep and how good you feel when you wake up.

The other thing that really helped me was shifting my headspace. I no longer saw sleep as this inconvenient thing that I needed – I saw it as this delicious treat at the end of the day that I really savoured. Looking forward to my sacred little routine – when I light a candle, take a bath and do some deep breathing, spritz my pillow and curl up with a lovely book... then drift off feeling peaceful and grateful.

“
Routine gives your body & mind something to stick to
”

I'm also really careful about not stressing out if I don't sleep amazingly well on any given night – I think of good sleep over a few nights, like a food diary really – if you don't have a good night one night, don't stress out. It'll all be fine! And that's pretty much my last thought of the day every day as I slip off into sleep...

Love Nicola. x



CHAPTER 2

POWER DOWN & EAT FOR CALM

Switch off & fuel down





Soak it off!

We'll happily take ANY excuse for a long hot soak in the tub – but it's also proven to aid sleep...

Our temperature rises while in the bath and then drops rapidly when we get out. This mimics the natural drop in core body temperature of 1 to 2 degrees that happens each time we begin to fall asleep.

For sleepest results, soak in the tub for between 20 and 30 minutes, two hours before going to bed, recommends Joyce Walsleben, PhD, associate professor at New York University School of Medicine. "If you raise your temperature a degree or two with a bath, the steeper drop at bedtime is more likely to put you in a deep sleep."

Eat for calm

Natural dream food. Top up your body's sleep hormones



1. Dream team

Complex carbs (think oats, spelt, barley, brown rice) and protein both boost the amount of tryptophan to the brain which, in turn, makes us feel sleepy. Dream Team Snack? – cracker + cheese, nut butter + spelt toast, oats/cereal + milk... done!

2. Magic Mg

Increasing your magnesium intake has wondrous effects on sleep quality, as it plays an important role in the deactivation of adrenaline (amazing if you've spent all day stressed to the max too!). Find plenty of it in green leafy vegetables, beans, lentils and peas, nuts, seeds and whole grains.

3. Lettuce in on a secret

Lettuce contains the natural sedative lactucarium which encourages deeper sleep (yep, there's a science-backed reason why Peter Rabbit was out for the count after nicking Mr M's lettuces!). Time for a crisp green side salad with dinner.

NEOM SLEEP TIP

As tempting as it can be to tuck into a big meal before bedtime, your body will find it hard to switch off if it has to work doubly hard at digestion. Try to finish dinner at least 3 hours before bedtime and, if you have to eat later, choose a light soup or broth instead.

A PERFECT NIGHT'S SLEEP WITH NEOM

The oils that are PROVEN to help you SLEEP

TRANQUILLITY

Tranquillity was one of the first blends created by Neom and one that took two years of tests and trials to produce the best possible result – it's also our bestseller!

A PERFECT NIGHT'S SLEEP

19 of the purest essential oils go into our amazing Tranquillity blend – and it's the complexity of this secret formula that has made it as effective as it can possibly be.

BASIL

Studies have shown that basil soothes mental fatigue, whilst also relieving stress. It's ideal at bedtime, as it supports the wind down process and allows the body to release tension too.

JASMINE

A study published in the Journal of Biological Chemistry found that inhaling pure jasmine essential oil is so relaxing that it can actually rival the effect of a prescription sedative. Wow!

LAVENDER

The lavender that Neom use is picked at high altitude and steam distilled – we only use this particular lavender because it gives the purest, most relaxing effect.

NEOM
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TRANQUILLITY
INTENSIVE SKIN
TREATMENT CANDLE

Scent to
SLEEP

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INTENSIVE SKIN
TREATMENT CANDLE

Scent to
SLEEP

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Good night

3 natural sleep aids

Time to meet (& eat) nature's own snooze buttons

Calcium & Magnesium

Calcium and magnesium work well together as a sleep aid, so look for combined supplements or take them at the same time (ideally after dinner).

Magnesium is found plentifully in spinach, chard, almonds, kefir and pumpkin seeds, while calcium is best obtained from dairy products, nuts, tofu, cabbage and sardines.

L-theanine

The amino acid L-theanine is relaxing and produces calming effects in the brain and is readily absorbed from green tea.

If you're not a fan of the grassy brew, look for a natural flavoured variety - we like Clipper and Pukka for their great organic green tea ranges.

Is your liver waking you up?

Nope, not a trick question! Traditional Chinese Medicine relates night waking, between 1 and 3am, to your liver function. This is the time when your body is busiest processing toxins and expelling waste from the lymph.

If you've eaten richer, fattier, salt and sugar-laden food and also had more caffeine and alcohol

than usual, it's likely that the liver is working harder than normal and, in the process, it heats up - and a rise in body temperature causes us to wake, often feeling thirsty. So, go easy on the heavy food, amp up the hydration and give that lovely liver of yours a break.

CHAPTER 3

MINDFUL SLEEP

It's time to release that tension & unwind the mind



THE 2 POSES THAT PREPARE YOU FOR SLEEP

1

SPINAL ROTATION STRETCH - TO RELEASE TENSION

By Neom Pilates Expert *Julia Roberson*

SETUP

You'll need: 1 BATH TOWEL rolled up to support the head & 1 BATH TOWEL folded to support the knee.

Lying on your side, shoulders to hips in a straight line, head resting on a rolled up towel and top knee bent forward and resting on a towel. Arms straight out on the floor in front of you in line with the shoulders, palms of hands together.



MOVEMENT

Take the top arm up towards the ceiling until the arm is in line with the shoulder, then let the ribs rotate backwards to take the arm and shoulder back together. Let the head follow looking towards the hand if it feels comfortable.

Then let the ribs bring the arm back towards the ceiling and the arm comes forward and palms of hands come together, ready to start the movement again. Do 5 reps on each side.



TIP

You can stay in the stretch position a moment longer, breathing out to release any tension.

POINTER

Try not to let the shoulder rise up towards the ear.



THE 2 POSES THAT PREPARE YOU FOR SLEEP

2

THE MOST STUPENDOUS RELAXATION TECHNIQUE

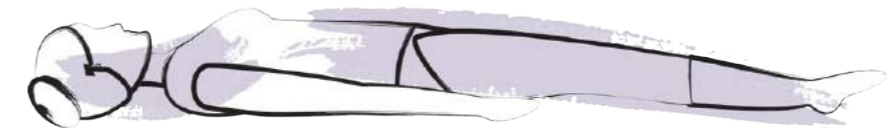
THERE IS

By Neom Sleep Expert *Anandi*

Yoga Nidra is a state of conscious sleep. It also rejuvenates you mentally & physically & requires no physical effort at all – ideal if you're feeling burnt out or completely exhausted.

SETUP

Put yourself into 'Corpse Pose' – literally lying still, arms by sides, palms up, legs straight. Eyes are lightly closed and breathing is quiet and natural. It's fine to be in bed, but also good to be on a supportive mat on the floor.



TECHNIQUE

A great beginner's technique is simply to guide your mind around each individual part of your body:

The thumb, fingers (one by one), palm of the hand, then the wrist, forearm, elbow, upper arm, shoulder, right side of the back, hip, thigh, knee, leg, ankle, foot, great toe, other toes of the right foot. Then repeat on the other side of the body.

You then move your consciousness to your breathing:

Consider the nostril, throat and navel.

Now, move your consciousness towards your emotions:

You want to engage your imagination and exercise your mind. Thinking of pairs of opposites e.g. pain and pleasure, sorrow and joy, emptiness and contentment, will allow you to engage with these emotions.

Next, try visualisation:

Things in nature work well as they take you outside of your own body and location; try mountains, the ocean, a river, the moon and sun.

Finish with sankalpa:

When one consciously tries to direct the unconscious mind into the manifestation of a life goal. The mind is so receptive now – prepared and ready to find ways to solve problems and steer you towards the things you need.



My sunset stress release trick

by Neom Mindfulness Expert, Emma Mills



Every night I try and set aside just ten minutes for a short sequence of mindful breathing. It helps to clear my mind before bed and is brilliantly effective at shutting out all of that internal ‘chatter.’

If you can sit outside, wrapped up warm in your most comfortable clothes, or inside, in a quiet room, with a view that takes in the sky, let your eyes take in the details of all the things around you and keep your breathing natural and unforced.

“Let each thought that occurs to you, just be ...”

In and out, in and out. Be aware of how it feels to have lungs filling with air and the whisper of breath that passes the lips with each exhalation. Let each thought that occurs to you, just ‘be’. Acknowledge and release and let the cycle of your thoughts move naturally, without any judgement from you.

NEOM MINDFULNESS TIP

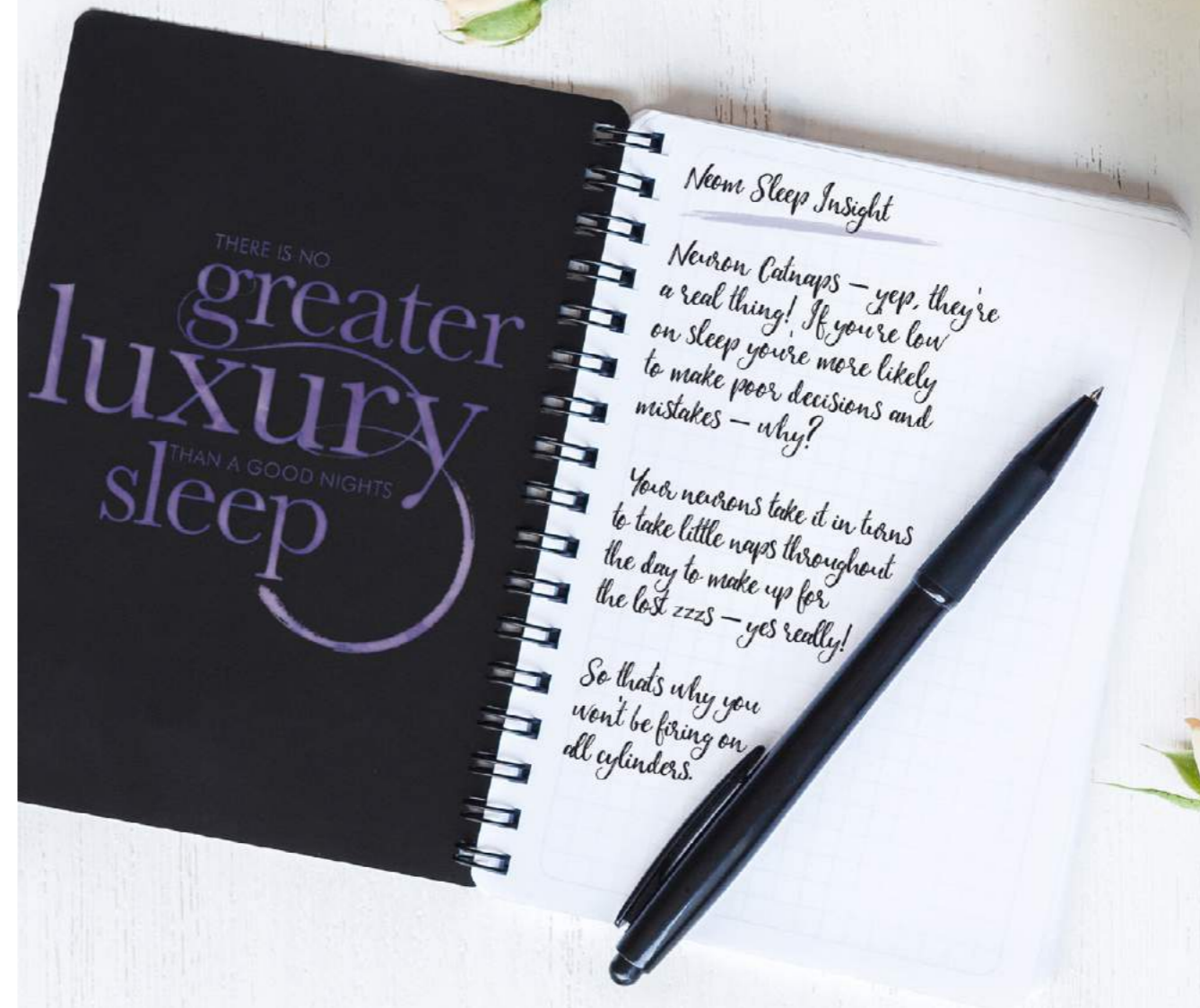
If you are the sort of person who finds it hard to sit and do ‘nothing’, set yourself a timer for 10 minutes so that you’re not tempted to look at a clock or be distracted by trying to work out the time.

5 minute Mind-emptying exercise

Keep a journal next to your bed and, before turning in, jot down a few words on the day you’ve just had.

Write down and let go of anything that didn’t quite go to plan and commit to doing better the next day. Writing engages the left side of the brain, which frees up the creative, free-thinking right side - allowing it time to problem-solve and make peace with past events.

Doing this gives the mind an opportunity to file away memories and thoughts that would otherwise get in the way of a good night’s sleep. Start scribbling...





The real reason you're
WAKING UP AT NIGHT...
& how to fix it

Is stress your
SLEEP-STEALER?

by Neom Psychologist, **Suzy Reading**

COULD IT BE STRESS?

If you believe that stress is waking you up in the early hours, it may be that you are involved in a process called 'catastrophic thinking.' Do you lie in bed thinking, 'I must remember to do this' and worry that, if you don't, or can't, that something terrible will happen? You are working yourself up, without even having woken up properly first.

CHANGE YOUR STORY

Now, try and change your 'story'. All the things you're thinking are just **THOUGHTS**. They are not **FACTS**. Try and come back into the present moment – see the night's sky through the curtains, feel yourself coming back to your body, breathing in and out and, if you find yourself flipping back to the anxious/sad story, name and recognise the feeling i.e. 'this is worry.' Or, 'this is sadness.' Greet it like an old friend. Then say goodbye and go back to sleep.

TAKE CONTROL

It's very, very liberating to learn to do this because you are taking control of your runaway, unconscious thoughts. You are becoming the narrator of your story, naming the feelings and taking yourself away from the thoughts that run away with you. You are now empowered and in control, and the story can only continue if you let it.

NEOM SLEEP TIP

"If you regularly wake in the middle of the night, you might be experiencing a perfectly natural phenomenon known as 'segmented sleep', where people sleep in two long blocks, with a gap of roughly thirty minutes between them.

However, if you lie awake for more than twenty minutes, get up and do something non-stimulating for a few minutes, such as working on a jigsaw." Richard Wiseman, author of *Night School: The Life-Changing Power of Sleep*.

Because not all
Pillow Mists
 are created equal...

1.

Unlike many other linen sprays, the *Neom Perfect Night's Sleep Pillow Mist* does not contain any chemicals, stabilisers, petrochemicals or irritants. We use **100% organic** alcohol too (the type you find in expensive organic perfumes, the safest and cleanest medium for scent that there is) – and suggest you spray a few inches above your sheets, duvet, blankets and/or pillowcases, before slipping between the sheets.

2.

We've intensified our award-winning *Scent to Sleep Tranquillity™ fragrance* in this product hero. By adding in Chamomile (studies suggest this essential oil works to calm nerves and reduce anxiety), this mist has been specifically formulated to be used right before bed.

3.

We've also added in *Patchouli* which acts as an effective and potent relaxant. Plus the essential oil blend in this pillow mist has a whopping **40% of lavender oil**, including 4 different varieties, as research into insomnia found that lavender can *improve sleep quality*.



WHAT SLEEP STAGE

DID YOU REACH LAST NIGHT?

The third of our lives we spend asleep plays the most crucial role in determining how successful and fulfilled the other two thirds of our lives will be... so, when you put it that way!
It's not always the time in bed that counts either - the Sleep Council say that to sleep well, the body needs to go through four distinct stages - and that makes up one complete cycle.



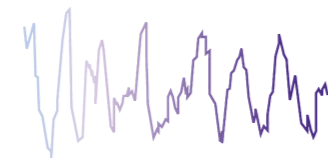
SLEEP STAGE 1 – LIGHT SLEEP

Moving from being awake into light sleep. You can be easily woken at this point and disturbed by light noise and changes in light. Research has shown that the average sleeper takes **7 minutes** to drift off.



SLEEP STAGE 2 – PREPARE & DISENGAGE

The onset of sleep, when you begin to slip away and disengage from your surroundings. Your brain begins to produce very short periods of rapid, rhythmic brainwave activity known as Sleep Spindles. Breathing regulates and your body temperature drops. This stage lasts around **20 minutes**.



SLEEP STAGE 3 – REPAIR & RECOVER

This is when sleep is at its deepest and most restorative (it's also when people tend to snore the most!). Many health-boosting things happen at this stage: your blood pressure drops, your muscles relax, your blood supply goes to your muscles to help restore the body's energy. During this stage, we also experience crucial tissue growth and repair. This stage lasts around **30 minutes**.



SLEEP STAGE 4 – RAPID EYE MOVEMENT

An EEG monitor during Rapid Eye Movement ("REM") shows that it is similar to wakefulness, while being very drowsy. Our bodies enter REM after cycling through stages 1, 2 and 3 - and REM is when we dream. So, if you wake up knowing you dreamed, you can also rest assured that you experienced REM sleep!

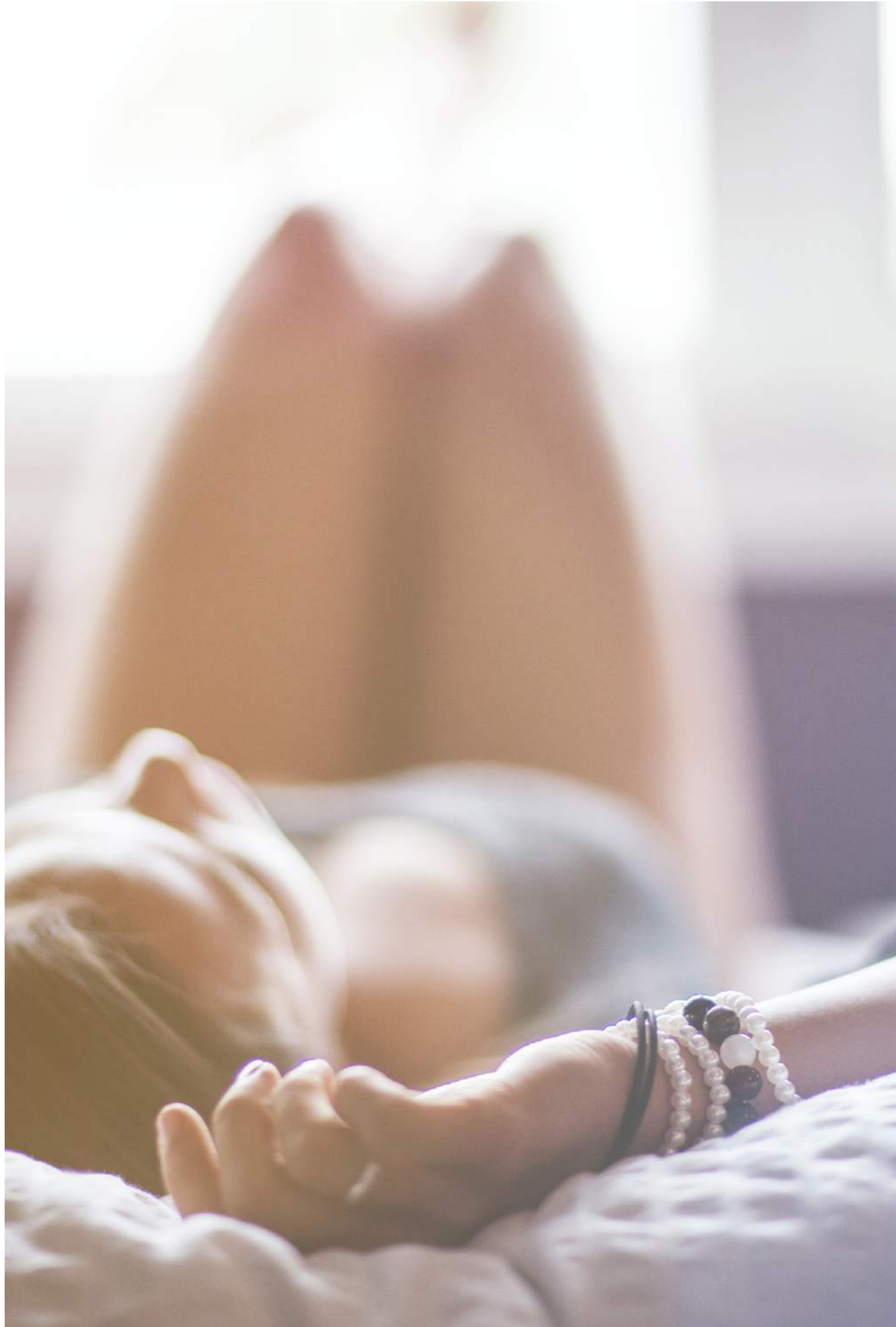
WHY DO I NEED REM?

REM is when your brain processes everything it has received through the five senses. If you don't get enough REM, you will struggle to focus and concentrate, as the brain will not have had enough rest. Many sleep researchers also believe that REM helps us consolidate and make sense of our memories.

HOW LONG IS REM?

To cycle from stage 1 of sleep to stage 4 (which is REM), takes around 90 minutes. The first REM cycle is the shortest - around **10 minutes**. The successive REM stages get longer and longer, with the final REM stage close to an **hour in length**.





How to get back to sleep

(minus the stress... and the sheep counting...)



1. Breathe through it

“The very best breathing exercise to quieten the mind is the simple belly breath. The belly breath is not a forced breath – it is completely relaxed. Simply put your hands on your belly.

Do not try to do any thing with your breath, just focus on your hands. The breath will follow your attention.

Just try and relax, keeping your awareness in your hands (on your belly) and the breath will magically lengthen and deepen.

Sleep will follow,” says Neom Sleep Expert Anandi.



2. Use the paradox principle

Psychologist and author of *Night School*, Richard Wiseman, believes that telling yourself you’re not allowed to go back to sleep will have the opposite effect – reverse psychology in relaxing action!

CHAPTER 4

RISE & SHINE

Because a good night's sleep is just the beginning...





Are you a 'rise & shine' or 'roll over & groan' person?

Research shows that if we're woken up mid-sleep cycle, it can take us as long as four hours to fully wake up!

Called Sleep Inertia, it's what happens when our internal alarms (i.e. our body's natural circadian rhythms) are interrupted by



external alarms (i.e. our clock alarm wailing at us) – and the two just aren't in sync.

If that groggy, sluggish morning feeling is overly familiar, the best thing you can do is get to bed earlier (aim for 10pm) and wake up with natural light (bye bye blackout blinds).

Doing so will reset the body clock in as little as one week.

1. **Feel Refreshed™** is a really complex blend of **24 of the purest possible essential oils** including Sicilian lemon and basil, all chosen to stimulate a tired and busy mind and to encourage clear thinking.

2. We handpick our lemons in Sicilian groves, **one by one** – it preserves the integrity of the skin and we then cold-press them. This process damages the lemons as little as possible, harnessing their **full citrus burst** for our products.

Energy Insight...
Use to kick start your day, move your body and to feel ready for sleep!

3. We also source **the best basil from Israel**, picking it in the morning after the dew has dried, but before the sun's heat dissipates – it creates an **unsurpassed essential oil for fighting fatigue.**



Here's what you need to do **BEFORE** you get out of bed it only takes a few minutes... we promise!

1 WAKE UP WITH AMBIENT LIGHT

Numerous studies have shown that we wake up happier with the light from the gradually rising sun. For those of us who have to be up and out before the sun is up, the Phillips Wake-Up Light has been proven to wake up 92% of testers pleasantly and in a way that enables them to get out of bed more easily (Phillips.com).

2 SET YOUR INTENTIONS

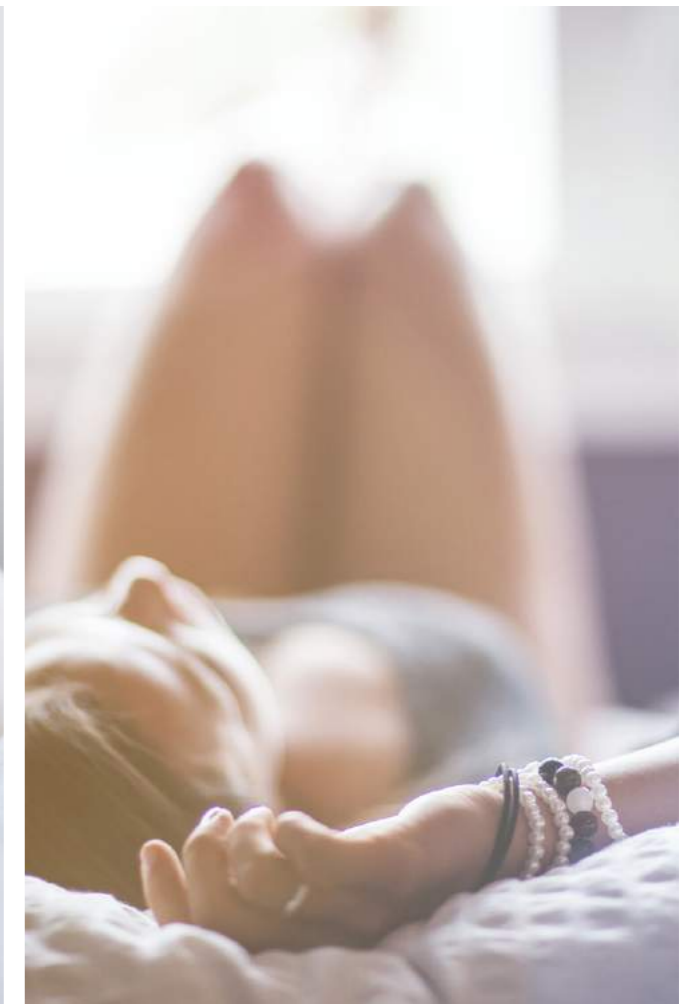
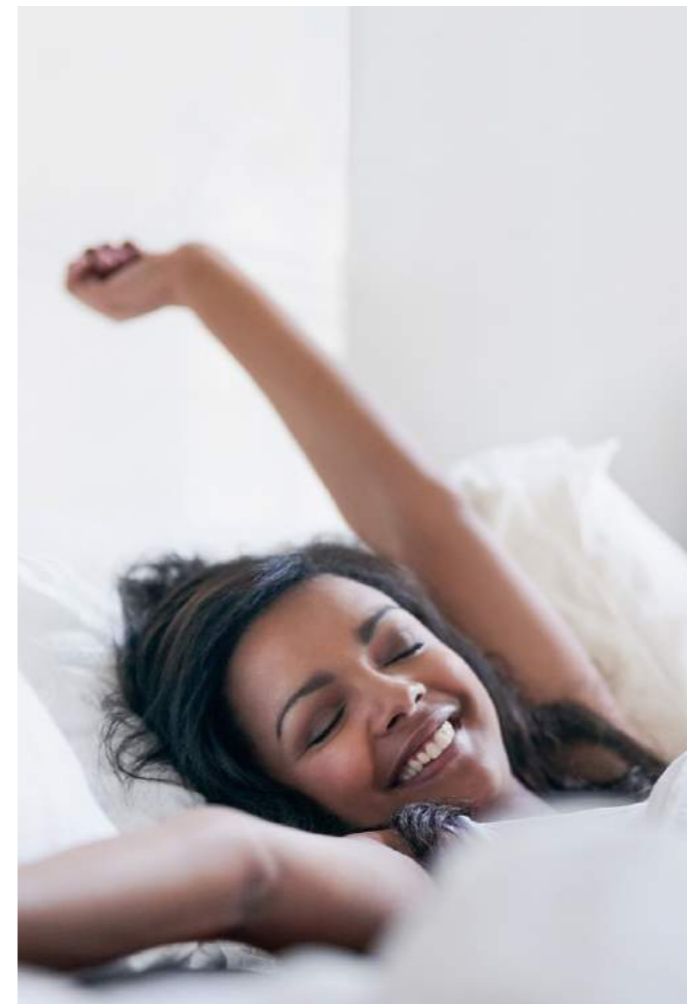
What one realistic thing would you like to FEEL today? And how would you like to feel at day's end? Now, visualise these things happening as you'd like them to. Let your mind create the picture, see how you look, feel and respond. Now: go live it.

3 TAKE A DEEP MORNING BREATH

Before you sit up, open your eyes, recognise the new day and breathe all of the air out of your lungs. Now, take a deep belly breath in, through the nose, for a count of 7. Exhale, through the mouth, for a count of 11. Repeat. You've only just gone and oxygenated your body and mind before you've even gotten out of bed in the morning (yep, you've got this).

4 SPRAY YOUR ENERGY

Handpicked Sicilian lemons and crisp, fresh basil conjure up the natural energy of Italian citrus groves – kept on the bedside table, a spritz of the Energy Boosting Home Mist will help you rise and shine, with an added spring in your step.





Wake up well

TOP TIPS



EMMA MILLS,
Neom Mindfulness Expert



SUZY READING,
Neom Psychology Expert

“ I wake up and have my meditation cued up. I sit up, on the floor against the side of the bed and do my meditation. Sometimes I sit and listen to my relax meditation CD, other times I just sit silently with myself. I always do this first – before a cup of coffee or glance at my phone. This way I start in my centre, collected, and not in a frantic rush.

I start every day with 5 minutes of energising yoga. Then I have a shower with [Neom Great Day Body & Hand Wash](#) – it’s brilliant at helping me avoid negative thoughts. As the day dawns, I seek opportunities to connect with people, beauty and nature – maybe it’s a quick sniff of a blooming garden rose, or a loving cuddle with a family member. On the way to work, I write down any nagging thoughts, or tasks, using a pen and paper. Then I put everything away, close my eyes and breathe.



NEOM Wake up well RECIPE

1/2 CUP frozen blueberries

1/2 frozen banana

2 TBSP plain natural yoghurt

1 TBSP maca

1 TBSP cacao

1 SPOONFUL of protein powder

Cacao & Blueberry Booster

Cover the mixture with unsweetened almond milk, Blend together & enjoy!

CHAPTER 5

SLEEP OVER

*Genius sleep hacks & smart snooze-advice
from our favourite women*



Pillow Talk

What small steps our favourite women take, or have taken, to help encourage a good night's sleep...



MELISSA HEMSLEY, Author

"Make a simple home cooked supper, eat it early and wind down for a good night's sleep. As my Mum always said when I was a kid, if you can't sleep, just rest your eyes!"

KARREN BRADY,
Businesswoman

"I can't drift off without my silk pillowcase, it helps me get an amazing night's sleep."

FEARNE COTTON,
Celebrity

"Just give me fresh air, my kids' laughter, a paintbrush, people to cook for, a clear sky and plenty of sleep: these are my new cravings."

ANYA HAYES, Blogger

"Lack of sleep is such a debilitating issue. When you're exhausted, and especially if the sleep is taken away from you by a third party (hello, children!) you feel out of control, and your coat of armour for dealing with daily stresses is removed. Everything seems more challenging when there is a lack of sleep. The first step is noticing your internal dialogue in those exhausted days, and having a tool for calming the domino effect into stress and mood dip."

ELLE MACPHERSON,
Model

"I like to have a notepad next to my bed to jot down any ideas I've had during the day that could keep me awake at night."

CLEMMIE HOOPER,
Blogger

"What do I do to switch off? Sleep! Run a bath, go for a mani/pedi, all the usuals, but most importantly turn my phone off!"





FIVE RIDICULOUSLY EASY HACKS

THAT WILL **REALLY** HELP YOU SLEEP

Go Vedic

Everyone from Jasmine Hemsley to Jennifer Aniston relies upon their meditation practice to clear the mind, ease anxiety and aid relaxation (and yes, it's been scientifically proven to help with insomnia).

Bathing Salt

Bathing in Epsom salt helps Gwyneth Paltrow and Victoria Beckham drift off into a deeper sleep - why? Natural epsom salt is packed full of magnesium, which your body absorbs through your skin - a brilliant healthy shortcut to instant sleepiness!

Move Everyday

A 2013 study by the National Sleep Foundation found that exercise is a key factor in getting a better night's sleep - but, the best bit - even exercising in fresh air for ten minutes a day was enough to make a difference. OK, we're officially out of excuses in that case...

Forget the Gloss

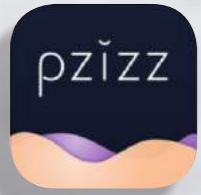
Weird fact alert - a matte wall colour in your bedroom will help you relax more than a high gloss one. So, save those shiny surfaces for the kitchen!

Not-so-silent night

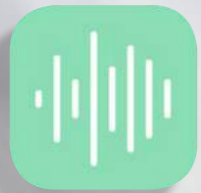
Not many of us live in a place that's SO quiet we could hear a pin drop BUT, if you do, you might want to create some low-level background noise... studies have shown that white noise aids sleep (our favourite - the sound of a gently steaming diffuser, for full-on spa vibes)

3

that will re-programme your sleep habits



PZIZZ - using the science of psychoacoustics (yep, really), this brilliant app produces dreamscapes and sound sequences for each part of your own sleep cycle. Take the 7 day challenge to discover your optimal sleep length and wake-up time. Genius.



NOISLI - hooked up to a wireless speaker, this becomes a sound sanctuary - playing personalised background noise - based on your own stress-relieving preferences. From rain and rustling leaves, to water streams and white noise, you can use it at anytime to de-stress and sleep more deeply.



SLEEPTIME - if you already sleep with your phone and refuse to quit (we'll try not to judge...), your best bet is to put your gadget to good use - and use it to track and improve your own sleep pattern. Recording movements, it picks up on your personal sleep stages, and can then wake you up at the optimal time (within a 30 minute pre-set window).




Sweet Dreams!

Before you switch off, here's some final food for sleepy thought...

1 Third Space

We spend a 1/3 of our lives asleep - wow! Yet most of us don't give it much thought... the simplest way to make a pillow promise? Stick to **the same bed and waking time** for just a week, and you'll undoubtedly feel the benefit.

2 Catch Up Zzzs

The idea of making up for lost sleep is a bit of a myth - while you can recover from a single rough night, ongoing lack of sleep can't be 'topped up' with extra sleep at the weekend. Best to **aim for a solid 7 hours a night**, and plan your schedule around that.

3 Light meal for a deep sleep

As tempting as it can be to tuck into a big meal before bedtime, your body will find it hard to switch off if it has to work doubly hard at digestion. Try to finish dinner **at least 3 hours before bedtime**, and if you have to eat late, choose a light soup or broth instead.

4 Catnap Brain

If you're low on sleep you're more likely to make poor decisions and mistakes - why? **Your neurons take it in turns to take little naps** throughout the day to make up for the lost zzzs - yes really! So that's why you won't be firing on all cylinders.

5 Switch Off

Making a promise to yourself to **have all devices and overhead lights switched off by a certain time** is the best way to ensure your body knows it's getting ready for sleep... time to light the candles and bring on the cosy factor...

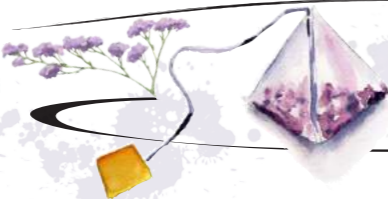
CHAPTER 6

SMALL STEPS

*30 simple life tweaks which make
a big difference to your sleep*



Small steps. Big difference.



1 Midnight munchies

We've all been there! If you're feeling really hungry just before bed, it's best to have a bite (as low blood sugar can wake you up too!), but stick to a small snack: a cracker and cheese, or non-sugary cereal and milk, is ideal.

2 Booze you lose

Sorry ladies - while a pre-bedtime tippie can definitely speed up the shut-eye, it's also been shown to bring on middle-of-the-night waking too. Best to rehydrate with water or herbal tea before bed (but not too much - cue nocturnal nips to the toilet!) and save your vino for dinnertime.

3 Crave control

Just an hour less of sleep can increase our cravings for processed, sugary foods - so if you've not slept as well as you'd like, start your day with a great slow-release breakfast e.g. eggs on wholemeal with greens to prevent those pangs later on.

4 Milking it

There's wisdom in the soothing power of a warm cup of milk before bed - rich in calcium and vitamin B6, both of which aid sleep. Add a sprinkle of sugar-balancing cinnamon for added cosy factor.

5 Sneaky caffeine

Caffeine can show up in some unlikely places, from biscuits and chocolate, to sauces and drinks, so keep an eye on your pre-bedtime nibbles if you're sensitive to it. Don't get us wrong, we love our morning coffee too!

6 Good channa

We know that chamomile tea is great before bedtime but, let's be honest, it's a bit blah. Which is why we love the jazzed up Clipper Organic teas (unbleached and fairtrade), flavoured with lemonbalm, honeybush and cinnamon - yum!

7 Sleeping beauty foods

Some foods are naturally high in tryptophan, which helps us feel sleepy - from turkey and lettuce to bananas and chickpeas, it's worth filling up at dinnertime!

8 Pass the mag

One of the most effective all-natural remedies for sleep? Magnesium. Turns out our bodies are often deficient, as it's one of the minerals we use up most when stressed and busy (hello!). Stock up with food state supps, magnesium salt baths or transdermal sprays.

9 B6 o'clock

Vitamin B6 is a crucial factor in how much sleep hormone we make - top up your stores with fish, eggs, milk, whole grains and starchy veg.

10 Pillow talk

Lower back pain keeping you awake? Place a pillow between your knees and sleep on your side - this aligns your hips and places less stress on the back. Comfy!

11 Side to side

The best position for sleep? On our right side. The right (active side) down and the cooling, quietening (left) side up!

12 Fall into sleep

Ever woken up with the sensation of having fallen? Called 'hypnic jerks', you're more likely to experience them if you've had too much physical activity or caffeine close to bedtime. So cut down to lessen sleep disturbance.

13 Black out

Yep, even those tiny LED lights on the alarm clock can be enough to disrupt your sleep cycle - either turn them the other way, or go for the old-fashioned kind - simple!

14 Natural sleep

Studies have proven that we all sleep best when wearing breathable cotton clothes, as it helps us stay cool. Keep your bedding natural too - we love linen and silk - to ensure that your sleep environment temp stays at a cool 17 to 21 degrees (that's your sleep sweet spot).

15 Let it go

Frustrated you can't fall asleep? Try reframing it: "HOW lovely to be lying down and having a rest, with nothing else to do." Releasing the tension can help your mind and body drift off sooner.

16 Shower in your sleep

Don't have time for a sleepy bath? Try a sleepy shower instead! Rub a full pipette of Tranquillity Bath & Shower Drops onto your décolletage before showering - hot water + potent essential oils = sleepy steam. Heaven!

17 Dusk til dawn

Numerous studies have shown that a high impact class at the end of the day can rev the body up too much for sleep. Save intense workouts for earlier in the day, and keep your evenings for relaxation. That, we can do!

18 150 winks

A new study has shown that 150 minutes of moderate physical activity a week is the optimal amount for getting your best night's sleep. To put it another way: that's just five mini 30 minute workouts, or two 60 minute + one 30 minute session, every week.

19 Cool it

It can take up to 6 hours for your body to cool down post-workout - and it's the drop in body temp that makes us feel sleepy. So if you want to work out wisely, look to hit your personal sleep best by hitting the gym 6 hours before bedtime.

20 Black out brain

If you've been stuck in a dark room during the day, did you find you couldn't stop yawning? That's because your brain mistook the darkness for nighttime and started making melatonin (oops). The quickest fix? Natural daylight - it'll switch off melatonin production, and reset the brain to 'day mode' again.

21 Night mode

Be mindful of your tech habits - by setting all of your devices to automatic night mode after 7pm, your brain won't get confused by the blue light, which makes our brains think it's sunrise (not great when it's actually coming up to bedtime!).

22 Night meditation

We love a guided sleep meditation before bed - just remember to put your phone onto night mode and turn off the backlight before you snuggle under the covers for a sleep-inducing session.

23 Vedic sleep

Ever tried Vedic meditation? It's the simple repetition of a sound over and over in the mind, and totally brilliant at getting rid of all that unwanted brain chatter - just the thing to ease you into calmer sleep.

24 Two-do list

If the next day's to-do list keeps waking you up in the middle of the night, take two mins to jot things down BEFORE you get into bed - signalling your brain to switch off and quit worrying. Studies have shown this helps to relax us - cue, a better night's sleep!

25 Beautify your bedroom

Make your sleeping space a welcoming IG-worthy haven with freshly washed linen, pillow mist, your favourite keepsakes, green plants and a relaxing read on the nightstand... um, is it bedtime yet??

26 Beauty sleep

With skin in detox and cleanse mode while we slumber, it's a great time to maximise on the benefits of natural beauty oils - easily absorbed, they won't clog pores, and will help you get up and glow.

27 Breathing space

Maximise on all that deep breathing while you sleep by surrounding yourself with oxygenating plants, such as peace lilies, spider plants, dracaena and snake plants. They improve your air quality AND your health at the same time.

28 White nights

Repetitive external sounds - like a dripping tap or car alarm - can really disrupt our calm. But benign background noise - from a diffuser, fan or white noise machine - works wonders at getting the mind to shut down.

29 Fall that test

The easiest way to know if you're the right amount of tired? It'll take 10-15 minutes for you to fall asleep. Any less, and you're overtired, any more and you're under or over-stimulated... (luckily, you're in the right place to change that!).

30 Lights Out

Get into the habit of dimming all of your lights at least 2 hours before bedtime. Nothing lovelier than zoning out to the flicker of a candle (or two). Zzzzzzzz.

How many of these small steps can you take to help you sleep? Print out. Tick off.

*Small steps
Big difference*

