

IGNIGHT

The Key to Optimal Sleep & Metabolic Health*



In the chaos of modern life, finding a peaceful night's sleep can be elusive. Stress, anxiety, and the challenges of maintaining a healthy metabolism often stand in the way of the restorative slumber we all crave and need for optimal health. IgNIGHT, a leader in restorative sleep support, is a dietary supplement meticulously crafted to address both sleep concerns, aid metabolism, and promote overall well-being. Powered by nature's most potent ingredients, IgNIGHT serves as the industry's pioneer product to feature **Sleeproot Valerian™**, one of the most powerful forms of Valerian available on the market. IgNIGHT combines this with **Shoden® Ashwagandha**, a proven powerhouse to balance circadian rhythm and provide hormonal support, **DHH-B**, a mood support derived from magnolia bark, and **CalorieBurn GP®**, a metabolic and weight management support derived from the clinically-studied grains of paradise.



DEMOGRAPHIC & CLINICAL APPLICATIONS

| MEN & WOMEN | PATIENTS REQUIRING |
|-------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | <ul style="list-style-type: none"> • Sleep Quality or Management Concerns • Restorative, Deep Sleep, & REM Support • Metabolic & Weight Management Support |



BENEFITS



Increases Restorative Sleep



Supports High Quality Sleep



Encourages Calorie Burn



Promotes Leaner Body Composition

DIRECTIONS:

Take 1 capsule 30 mins before bed or as directed by your healthcare practitioner. SHOULD NOT BE TAKEN WITH ALCOHOL

SUPPLEMENT FACTS

Serving Size: 1 Capsule | Servings Per Container: 30

| | Amount Per Serving | %DV |
|-------------------------------------------------------------------------------------------------------------|--------------------|-----|
| Sleeproot Valerian™ (<i>Valeriana officinalis</i>) Root Extract (Standardized to 2% Valerenic Acid) | 200 mg | * |
| Shoden® Ashwagandha (<i>Withania somnifera</i>) Extract (root and leaf) (35% Withanolides) | 120 mg | * |
| CaloriBurn GP® Grains of Paradise seed extract (6-Paradol 12.5%) | 40 mg | * |
| DHH-B (<i>Dihydrohonokiol-B</i>) (derived from magnolia bark) | 1.5 mg | * |

* Daily Value Not Established

Other Ingredients: Vegetable Capsule (Hyppromellose), Rice Powder, Magnesium Stearate, Silicon Dioxide.





INGREDIENTS

Sleeproot™

Sleeproot Valerian™ - At the heart of IgNIGHT lies Sleeproot™, a novel form of Valerian (*Valeriana somnifera novus*). Sleeproot™ extract contains 2% valerenic acid. This high active content sets it apart from other valerian products on the market, which typically only contain on average 0.8% valerenic acid. Valerian has long been cherished for its ability to induce tranquility and aid in sleep, but Sleeproot™ takes it to a new level. The secret to Sleeproot's success lies in its interaction with the brain's gamma-aminobutyric acid (GABA) receptors. GABA is nature's calming messenger, and Sleeproot enhances its activity, soothing the central nervous system and inviting restfulness.^{1,2}

Moreover, Valerian assists in regulating the sleep-wake cycle by influencing melatonin production, the body's sleep-regulating hormone. Sleeproot™ in particular has been clinically studied and found to facilitate profound, statistically significant improvements in the amount of time it takes to fall asleep, sleep duration, sleep efficiency, reduction in daytime sleepiness and waking up feeling refreshed.

SHODEN™

Shoden® Ashwagandha - To conquer the pervasive stress that can disrupt our nights, IgNIGHT utilizes Shoden®, an enriched form of ashwagandha (*Withania somnifera*). Shoden's potency is expressed in its 35% withanolide content, the bioactive compounds responsible for its impressive stress-reducing and sleep-improving capabilities.

A pivotal study on Shoden® demonstrated its remarkable impact on sleep quality and duration. In this study, participants experienced a 42% increase in restorative sleep, accompanied by an additional 36 minutes of high-quality sleep and an increase of 39 minutes in overall sleep duration. The time it took to fall asleep also decreased by a significant 11.8%. These findings underscore Shoden's ability to enhance sleep by promoting restorative deep sleep phases and reducing the time it takes to transition into slumber.³

These impressive results can be attributed to Shoden®'s role as an adaptogen, helping the body adapt to stress and regulate the hypothalamic-pituitary-adrenal (HPA) axis, which controls the release of stress hormones like cortisol. Lower cortisol levels bring about a sense of serenity, reduced anxiety, and ultimately, higher sleep quality. Additionally, Shoden®'s influence on neurotransmitters like serotonin lends a mood-enhancing touch to its repertoire.⁴ Shoden®'s role within IgNIGHT, is to encourage the journey towards not only better sleep but a restorative one.

DHH-B

Dihydrohonokiol-B (DHH-B), derived from magnolia bark, is a natural sedative that heightens the activity of GABA receptors in the brain, similar to Sleeproot™. This mechanism fosters inhibitory signaling, coaxing the nervous system into a state of relaxation, an essential prerequisite for restful sleep. DHH-B is known for those grappling with stress-related sleep disturbances. As anxiety subsides, sleep quality naturally improves.⁵

CALORIBURN®

CalorieBurn GP® - While sleep is often associated with rest, IgNIGHT goes the extra mile to turn sleep into a metabolic powerhouse, thanks to CalorieBurn GP®, extracted from grains of paradise. This unique ingredient ignites the concept of thermogenesis, where the body generates heat and burns calories. Within grains of paradise lies 6-paradol, a potent compound that supports brown adipose tissue (BAT), renowned for its calorie-burning prowess. By activating BAT, CalorieBurn GP® revs up metabolism and burns calories, even during the tranquil hours of sleep, assisting in weight management and overall metabolic health.⁶



REFERENCES

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