



**Sprayable Inc. Does It Again: Launches World's First Topical Sleep Spray**  
*Company co-founded by Thiel fellow tackles the \$25 billion sleep aid industry*

Palo Alto, Calif., Jan 20<sup>th</sup>, 2015 – Sprayable Inc. has just introduced the world's first topical sleep spray: <http://sprayable.co/sleep>

Just over a year ago, Sprayable Inc. introduced Sprayable Energy (a topical caffeine spray), and has since shipped tens of thousands of units to customers in 50+ countries.

After two years of development, Sprayable is ready to launch Sprayable Sleep, the world's first melatonin-based topical sleep-aid spray.

The product was developed by Ben Yu, one of the first recipients of Peter Thiel's "20 Under 20" Thiel Fellowship and Deven Soni, a former VC investor. Yu and Soni formulated the product in conjunction with Chongxi Yu, a PhD in Chemistry and the holder of several drug delivery patents.

Getting enough sleep is more difficult than ever. Rates of insomnia and sleeplessness have skyrocketed and solutions have been difficult to come by.

Sprayable Sleep introduces a groundbreaking innovation in the delivery of melatonin, a natural hormone that is one of the most effective sleep aids available today.

The benefits of melatonin have been well established by the scientific community. However, oral delivery is ineffective due to a high first pass effect that renders most oral melatonin useless (leading to melatonin pills being filled with up to 30x of the necessary melatonin).

Because Sprayable Sleep is applied directly to the skin, it bypasses the digestive system entirely and is able to deliver melatonin effectively with a much lower dose gradually over time.

Some of the key benefits of the product include:

**REVOLUTIONARY DELIVERY:** Sprayable Sleep is applied directly to the skin, allowing melatonin to enter into to a user's system at a steady rate, emulating the body's natural melatonin production. This results in a much more natural administration of melatonin than in pill form.

**NO MYSTERY INGREDIENTS:** Sprayable Sleep contains just melatonin, water, and a natural solubility agent. It has no calories, sugar, or questionable additives.

**ELEGANT AND PORTABLE:** Encased in a beautiful aluminum case, Sprayable's design is as bold as the product itself. Spraying is convenient, easy, and just takes seconds.

**AFFORDABLE:** While a good night's sleep may be invaluable, Sprayable Sleep fits comfortably in any budget. For just \$15, a month of good sleep is within anyone's grasp.

"Sprayable Sleep is our answer to those who find it hard to stay well rested in today's sleep-deprived culture. With it, we've built a tool to combat the daily stresses, artificial lights, and constant stimulation that disrupts good sleep," says Ben Yu, co-founder of Sprayable.

“As a frequent traveler and insomniac that often works night jobs, I absolutely love Sprayable Sleep. I have trouble falling asleep and staying asleep so waking up has never been a problem for me and I never set an alarm in the mornings. Because of this I overslept for work for the first time in years the first night I used Sprayable Sleep. I have tried it all, from prescription drugs like Ambien, to over the counter melatonin and everything in between and I am being completely honest here when I say this product is the best overall,” said Hayward B., an early reviewer of the product.

“I love it. I have used it for 3 nights and have awakened in the morning feeling more rested than I have in years,” remarked Steve R., another reviewer of the product.

Sprayable Sleep is launching through a crowdfunding campaign on indiegogo.com, using the platform to identify and attract early users that are most in need of the product.

About Sprayable Inc.

Sprayable’s mission is to help people lead happier and more productive lives without giving up their health. Its first two products, Sprayable Energy, and Sprayable Sleep aim to revolutionize the way people get the energy and rest they need without all the side effects they don’t. The Company was founded by Ben Yu, a Thiel fellow on leave from Harvard, and Deven Soni, a former venture capital investor and is based in Palo Alto, CA.

Learn more at <http://sprayable.co>

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