

SLEEP SUPPORT

New Zealand Sweet Cherry



Phytomelatonin
Tryptophan & Procyanidins

Supporting Quality Sleep for
Adults, Children & Babies



tru2u.co.nz

Tru2U Sleep Support New Zealand Sweet Cherry Concentrates - Superior Quality

- 100% New Zealand Sweet Cherry
- 250ml Children's 3-7 week supply
- 1 litre Adults 1 month supply
- x14 30ml Single Serve Sachets
- 1 Litre Double Strength 2 months supply

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.

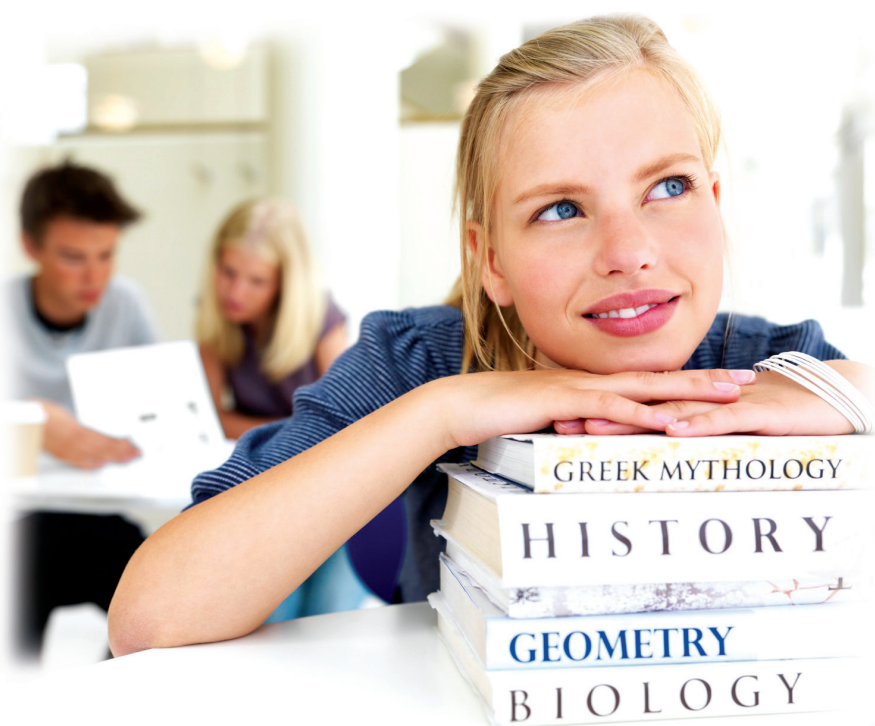
Body Weight	Original Strength Concentrate	Double Strength Concentrate
70+ kg	30ml	15ml
55-70 kg	25ml	13ml
40-55 kg	20ml	10ml
30-40 kg	15ml	8ml
20-30 kg	10ml	5ml
10-20 kg	5ml	3ml

(A small syringe makes measuring small quantities easier)

How Much Sleep do You Need?

The Power of Sleep

According to the National Institutes of Health, babies, children and teens need more sleep than adults (who average between 7.5 to 9 hours). Sleep requirements differ from one child to the next depending on age, physical activity levels and general health.



Primary School Children - need on average 10 to 11 hours. Studies show that increasing your child's sleep by as little as half an hour can dramatically improve school performance.

Teenagers - need on average almost the same as young children! Teenagers have an increased sleep requirement due to hormonal and lifestyle changes such as social engagements, peer pressure and early school starts.

There is evidence that around the time of becoming a teenager, there is often a shift in the sleep-wake cycle to becoming 'sleepy' later in the evening with a preference for waking later. This is often hormone related, and research shows that this pattern can be reset to a normal routine.



Average Sleep Requirements

Age	Hours
Newborns (0-2 months)	12 - 18
Infants (3-12 months)	14 - 15
Toddlers (1 to 3 years)	12 - 14
Preschoolers (3 to 5 years)	11 - 13
School-aged children (5 to 12 years)	10 - 11
Teens and preteens (12 to 18 years)	8.5 - 10
Adults (18+)	7.5 - 9

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





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, tryptophan and procyanidins, 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?

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.

What is Tryptophan?

Tryptophan is an amino acid which is also naturally occurring in New Zealand Sweet Cherries. When consumed at night, tryptophan has been shown to support healthy levels of serotonin and melatonin. Tryptophan and the molecules it produces, support many functions in the body, including sleep, mood and behaviour.

What are Procyanidins?

Procyanidins B-2 are phenolic compounds from plants which are abundant in Tru2U's Cherries. Research studies on procyanidins have shown they have many health benefits, especially in supporting repair of oxidative damage, healthy blood sugar levels, heart health and healthy cells.

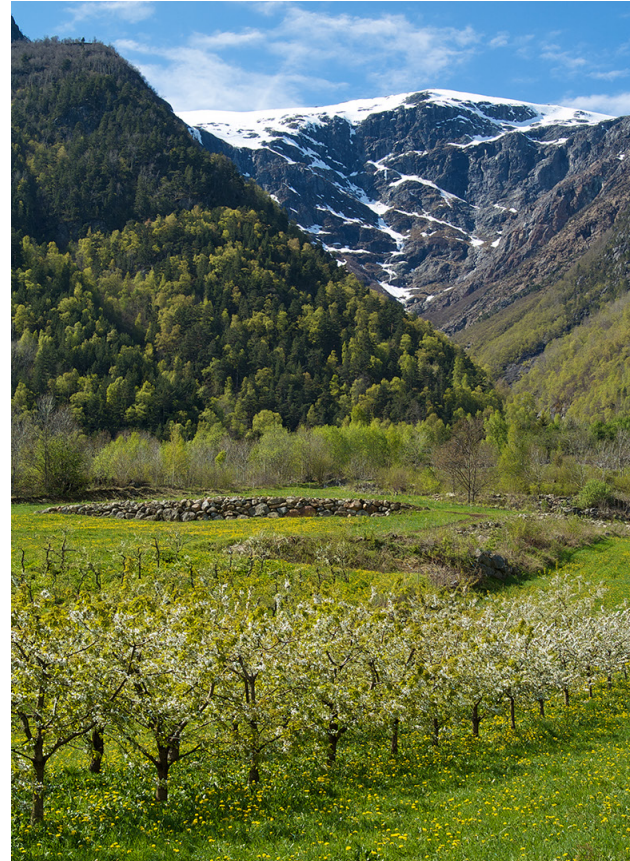
Why Can't I Sleep?

Unfortunately, many of us wake before we reach our deep sleep which disrupts our sleep/wake cycle. Therefore, your pineal gland does 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.



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 raw juice rich in phytomelatonin, tryptophan and procyanidins.



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, poor concentration and skin conditions.

Mood Fluctuations

Hormones are essentially responsible for all of your emotions. If you do not have enough sleep your hormones can make you feel moody, unhappy, frustrated, upset and subject to mood swings.

Hormonal Balance

There are several factors which contribute to a quality sleep. For many women hormonal imbalance results in reduced production of melatonin. 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 regulate your feelings of hunger and fullness. When we are sleep deprived, we may feel the need to eat more.

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.

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.



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