

# The Sleep Struggle: How Your Diet May Be the Key to Better Sleep



Brain health

Sleep is seen as an important element of both physical and mental well-being because a lack of sleep is associated with many serious health problems:

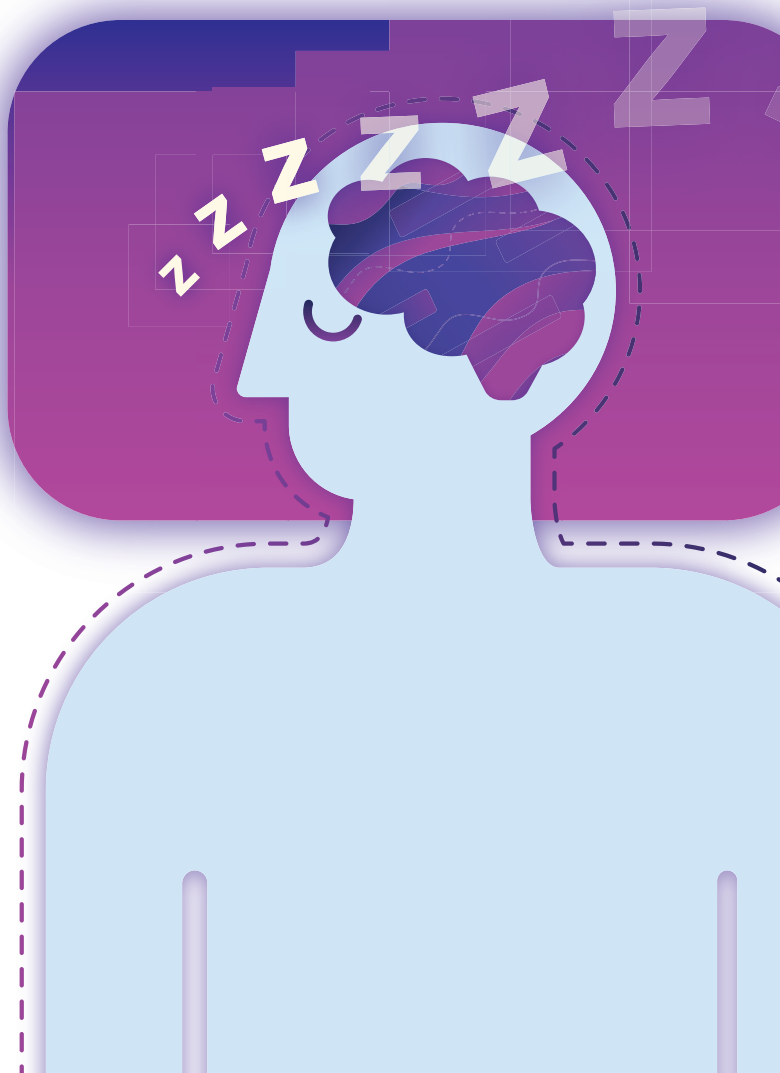
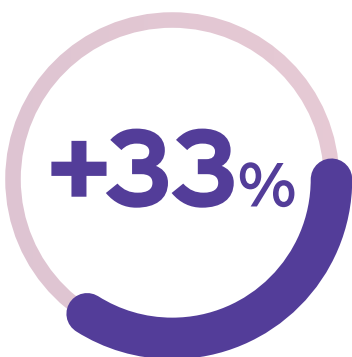
- **Stress, anxiety, depression, obesity, diabetes, weakened immune system and lower life expectancy<sup>1,2</sup>.**

But, many people have problems sleeping:

- **53%** of global consumers say they suffer from disrupted sleeping patterns<sup>3</sup>
- **40%** find it difficult to get to sleep once in bed<sup>4</sup>

And, the problem is becoming more significant during the COVID-19 pandemic:

- In 2020, there was a **33% increase** in sleep health concerns<sup>5</sup>



**As a result, the demand for sleep aids is gaining momentum:**

**+43% CAGR** in supplement launches with sleep claims from 2018 - 2020<sup>6</sup>

**67%** of consumers are interested in products that aid sleep health<sup>4</sup>

**And, consumers are connecting sleeping well with what they eat and drink:**



**45%** of consumers have **changed their diet** as a step to improve their sleeping patterns<sup>3</sup>



**7/10** consumers watch what they eat and drink before going to bed to **sleep well and to prevent stress<sup>7</sup>**



And, they're looking for **natural and non-addictive solutions<sup>8</sup>**

## Sleep and the Gut-Brain Axis

Experts believe that the gut microbiome can affect our quality of sleep by impacting our sleep-wake cycle, our circadian rhythm and the hormones that regulate wakefulness and sleep.<sup>9</sup>

Research shows that **prebiotics<sup>10</sup>**, specifically galacto-oligosaccharides (GOS), stimulate the growth of **beneficial bacteria like Bifidobacteria<sup>11</sup>**. *Bifidobacteria*, like some other microbiota members, are thought to be able to signal to the brain (via the gut-brain axis) resulting in the induction of specific neurotransmitters that are linked to the reduction of stress and anxiety symptoms<sup>12</sup>, which are thought to hamper a good night's sleep.

## Biotis™ SleepWell: A Holistic Approach to Sleep

Based on a formulation of prebiotics (Biotis™ GOS), protein and supporting vitamins and minerals, Biotis™ SleepWell supports adults in falling asleep, sleeping through the night, and waking up feeling refreshed.

Clinical research shows that Biotis™ SleepWell as compared to placebo<sup>13</sup>:

- **Improved sleep quality** after 14 days
- **Lowered cortisol levels** in saliva at wake-up—indicating lower stress levels
- **Stimulated intestinal Bifidobacteria**—growth of the beneficial bacteria
- **Preserved REM sleep**—important to reduce the risk of overstimulation of the brain

Interested in helping adults improve their sleep quality in a natural way?  
Learn more about Biotis™ SleepWell: [www.biotis.com/brain-health](http://www.biotis.com/brain-health)

1. NSF, Sleepfoundation.org, 2020  
2. NHS, 2018  
3. FMCG gurus, 2020  
4. FMCG Gurus, Mental Wellbeing: Targeting Stressed and Anxious Consumers in 2020 and Beyond FMCG Gurus, Beverage Trends in 2021  
5. Innova Consumer Survey 2020 (US, UK, France, Germany, Spain, Brazil, Mexico, India, China and Indonesia)  
6. Innova Market Insights, 2020

7. Innova Nutrition & Health Survey 2020  
8. Online questionnaire FCI Biotis team, 2018  
9. Zhang et al., 2017, Benedict et al., 2016, Smith et al., 2019, Poroyko et al., 2016, Thompson et al., 2017  
10. Gibson et. Al, 2017  
11. Walton et. al., 2012  
12. Cryan et. Al., 2019  
13. Schaafsma et al., 2021

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