



NEOM

WELLBEING | LONDON

THE NEOM PERFECT NIGHT'S SLEEP PLAN

Backed by science, created by experts... this is the ultimate guide
to finally banking a better night's sleep

94% SAW THEIR SLEEP IMPROVE AFTER JUST 1 WEEK*

SOS

SAVE OUR SLEEP

68%

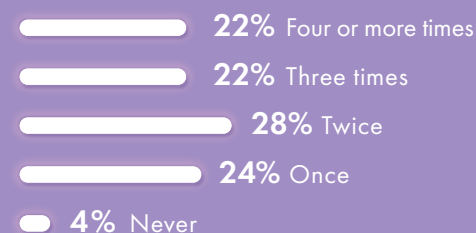
OF PEOPLE SAY THEY HAVE
AN ISSUE WITH SLEEP**

TOP 3 FACTORS
AFFECTING SLEEP**

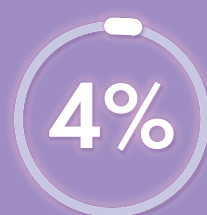


96%

OF PEOPLE WHO WAKE DURING
THE NIGHT DO SO...**

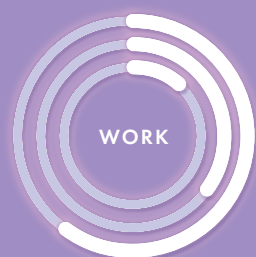


OF WOMEN SAY
SLEEPING BADLY HAS
A NEGATIVE EFFECT
ON MENTAL HEALTH***



OF PEOPLE RATE THEIR SLEEP
AS 'VERY GOOD'**

★ ★ ★ ★ ★



60% of adults report a lack of sleep made them
less able to concentrate at work

35% (over one third) said it had
caused them to make mistakes

12% said a lack of sleep caused them
to argue with colleagues***

*External independent blind study on 107 volunteers for 2 weeks, July 2022

**Sleep survey with NEOM consumers, June 2022, 1,021 respondents

***Taking Sleep Seriously: Sleep & Our Mental Health, October 2020, research conducted by the Mental Health Foundation

WELCOME TO THE PLAN

Struggling with sleep? You're not the only one. Ever since we launched NEOM Wellbeing, helping you to sleep better has always been part of our mission, so what better way to continue your journey with us than with a science-backed plan to really change your habits...



"We asked you how you were sleeping and the results were overwhelming: nearly 70%** said you had issues with your sleep, with 93%** saying you'd like to know more about how to sleep better. So, we immediately enlisted sleep consultant Nick Witton to help us create this Perfect Night's Sleep Plan. Devised by Nick, you'll follow the 11 Golden Rules every day for 28 days. Let's turn the epidemic around."

Nicola Elliott, Founder at NEOM Wellbeing



"We should all be prioritising sleep since it really is the key to better wellbeing. It can also have a huge impact on mood, concentration, productivity, and mental and physical recovery too. Having spent 9 years working as a sleep consultant for high performing athletes, I'm here to share tried and tested top tips."

Nick Witton, Sleep Consultant & Director at Elite Sleep

This plan is ultimately about making a few simple changes to your daily habits, so carry on reading to uncover the 11 Golden Rules to sleep and learn more about why and how they'll help. Why not join our NEOM Wellbeing Club on Facebook to chat to fellow sleep lovers. Do also let us know how you're getting on!

Happy sleeping!

NICOLA & NICK

Nicola Elliott, Founder

Nick Witton, Sleep Consultant

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11 GOLDEN RULES

Let us introduce to you the secrets to better sleep...
Created by expert sleep consultant, Nick Witton, these are 11 things
to be mindful of every day to help prepare for a better night.

1

Go to bed at the **same time** every night and get up at the **same time** every morning... even at weekends

2

Sleep in **90-minute cycles** so you aim for 7.5, 9 or 10.5 hours

3

Don't snooze your alarm

4

Give yourself **30 minutes** to 'wake up' each morning

5

Get at least **1 hour of direct daylight** (outside or sitting by a window) before midday. Ideally 15 minutes of these within the first hour of waking

6

Do at least **30 minutes of exercise** (or some movement)

7

Create an evening routine:
Use the **3, 2, 1 rule every night**
3 hours before bed = no food or alcohol
2 hours = no work or strenuous exercise
1 hour = no screens and dim the lights

8

Set aside **15 minutes** for 'relaxation' (whatever that means to you) at any point in your day

9

Make your bedroom a **tech-free zone** that's as dark as possible and between 16-19 degrees

10

Eat **3 regular meals** evenly spread throughout the day

11

Have your **last coffee** (or caffeinated drink) by midday

HOW TO FOLLOW THE PERFECT NIGHT'S SLEEP PLAN

Get to know each of the 11 rules and give it a go to make them work for you – some are small changes to your daily routine here and there, some take a bit more effort, and some are just things to be a little more conscious of. Carry on reading as we've got plenty of top tips to help you on your way...

“ This is the ultimate sleep plan in keeping with the NEOM mantra – small steps... big difference. Some 'rules' I personally found easier than others, whilst some took a little more commitment, but my goodness I have seen a difference. So dive in, give it your best shot and don't forget we're here to help and support you. ”

Nicola Elliott

“ The secret to success with this is consistency and to practise each of the 11 rules together. Keep at it for the full 28 days too as this is the prime time for you to be able to form new habits. ”

Nick Witton

MEET OUR OTHER EXPERTS

Also helping with their words of wisdom, we hear from...



SUZY READING

Psychologist & Self-Care Specialist

"Inability to rest and relax are often two of the greatest barriers to sleep."



ALICE MACKINTOSH

Nutritional Therapist

"Eating the right foods can be game-changing for fuelling good sleep."



DR ZOE WILLIAMS

NHS GP & Health Educator

"Sleep is not only essential for survival but also your physical and mental health too."



LISA SANFILIPPO

Psychotherapist, Yoga Teacher & Author of *Sleep Recovery*

Movement and breath are essential (and sustainable) tools to repair your sleep and energise you naturally."

WHY & HOW

Wondering why these rules are so important and how best to stick to them for the next 28 days? Sleep consultant, Nick explains the science behind each, and we share some of our tried and tested top tips...



1

Go to bed at the same time every night and get up at the same time every morning... even at weekends

WHY?

A regular bedtime schedule can strengthen your circadian rhythm – a must for getting good quality sleep. It can also help you to fall asleep faster, so have a consistent sleep and wake time. Doing this can increase your sleep duration each night too. In fact studies have found that adults sleep for more than 7 hours if they stick to a sleep schedule (Paterson, Reynolds and Dawson, 2017).*

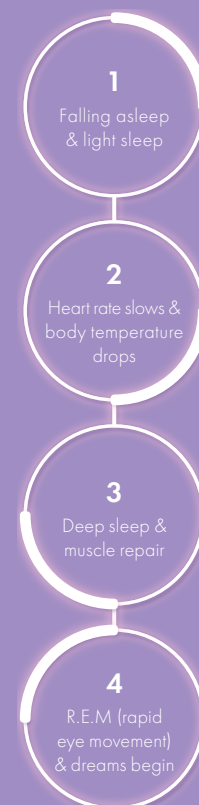
Ever find yourself trying to catch up on missed sleep at the weekend? Experts call this 'social jet lag' so if you do this don't worry as it's the most common sleep problem. It can really throw off your circadian rhythm (your cortisol and melatonin levels get out of sync) meaning you're likely to actually feel more tired during the week.

HOW?

Set yourself a bedtime and wake up time (e.g 10pm and 7:00am) and keep to it. Don't stress, the odd late night at the weekend is just life, yet just be mindful that it doesn't become a regular thing. Unsure what times are for you? This next rule will help...

*Paterson, J. Reynolds A. Dawson D. (2017) Sleep Schedule Regularity Is Associated with Sleep Duration in Older Australian Adults: Implications for Improving the Sleep Health and Wellbeing of Our Aging Population. Clinical Gerontologist. Volume 41. Issue 2

THE 4 SLEEP STAGES



EARLY BIRD OR NIGHT OWL?

DR ZOE WILLIAMS EXPLAINS...

If you're struggling to get up in the mornings and feel tired and unrefreshed, it could be because you're not getting enough sleep or that your new wake time doesn't suit your chronotype.

Being an 'early bird' or a 'night owl' is basically in your DNA so trial out different sleep and wake times to suit you and find what works.

2

Sleep in 90-minute cycles so you aim for 7.5, 9 or 10.5 hours

WHY?

Did you know that you sleep in cycles as opposed to having one big sleep? Each cycle is made up of four different stages and in a typical night, you'll pass through four to six cycles. Whilst they aren't always the same length, on average they last around 90 minutes.

HOW?

Set your new bedtime and wake time to allow for these 90-minute cycles. The illusive '8 hours' is in fact a myth. Instead, you should be looking to sleep for 7.5 or 9 hours. If you're off to bed at 11pm, your ideal wake time would be 6:30am or 8am. Everyone is different with some needing more sleep than others. Find what works for you.

3

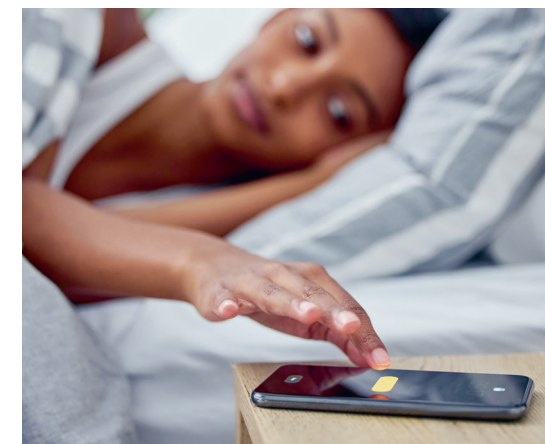
Don't snooze your alarm

WHY?

Yes, it really is tempting to keep hitting the snooze button but this increases 'sleep inertia' – that groggy, drowsy feeling you get after waking. Drifting off for another 10 minutes is not long enough for you to be able to return to a restorative sleep state. The sudden noise also awakens your fight or flight response and your body perceives the alarm as a stressful situation... not the best start to your day.

HOW?

If you need an alarm to get up, then continue to set it but when it does go, switch it straight off. Open your eyes and slowly get yourself up (yes, we're going to nail the day). We'll get onto your morning routine next...





Give yourself 30 minutes to 'wake up' each morning

WHY?

We ask you to really try your best not to lie in bed (it's tricky with those oh-so warm, soft sheets), as science tells us that your mind creates an association between being awake and being in bed. When you first wake up, you have low levels of alertness (from sleep inertia). It can last for around 20 minutes (depending on how you have slept) so give yourself some time to shake it off and wake up right.

HOW?

Get yourself up and go grab the day. Ditch looking at your phone and swap this for a new morning routine. You'll feel energised and it will set you up for the day ahead. We promise.

TRY THIS

Move a little. This includes sitting up, standing up and stretching. Bonus points if you're doing this outside. Also try a cool shower or splashing your face with cold water as this can work wonders for counteracting morning sleepiness. Add some upbeat music too as studies have shown it can help reduce sleepiness when played after waking (Kaplan, Talavera and Harvey, 2018).*



Get at least 1 hour of direct daylight (outside or sitting by a window) before midday. Ideally 15 minutes of these within the first hour of waking

WHY?

This one is super key. There's a strong and undeniable link between natural light and sleep. Daylight and darkness are cues in your brain that naturally link your internal body clock (circadian rhythm) to the outside or 'sun clock'. So the later in the day you get sunlight, the more your body clock becomes delayed. This then affects your sleep time the following night. Your circadian clock is most sensitive to light in the hour after you wake up and 2 hours before bedtime (look out for rule 7 on that one). Morning light also suppresses melatonin to make you more alert – great news for those who struggle to get going in the mornings.

HOW?

Do a quick morning walk to kickstart your day or have your coffee or breakfast outside. If you're short on time, try adding this walk to your commute by getting off a stop earlier or parking your car a little further away than usual. If it's a tricky day, say to yourself you will do this at weekends or if all else fails make sure your desk is next to a window.

*Kaplan, K. Talavera D. Harvey, A. (2018) Rise and shine: A treatment experiment testing a morning routine to decrease subjective sleep inertia in insomnia and bipolar disorder. Behaviour Research and Therapy. Volume 111, P. 106-122



Do at least 30 minutes of exercise (or some movement)

WHY?

Moving your body and exercising has so many benefits to your overall health and wellbeing, but it's particularly great for sleep – it helps you to fall asleep quicker and sleep for longer. Also time of day is 'a thing' too. Exercising first thing helps make you less sleepy throughout the day and regulates your circadian rhythm.

HOW?

Choose something that works for you. We all know you're more likely to stick with it if it's fun and enjoyable. Do your 30 minutes at a time of day that suits you – or break it up into more manageable 15 minute chunks instead. This can be as simple as a walk or some stretching at home or perhaps something more energetic if you're feeling up to it or have the time.

TOP TIP

Make life easier for yourself by combining two of the rules (exercise and do it outdoors in the morning – so you're getting your daylight). Doing this will work wonders to help make drifting off at night easier.



TRY THIS

LISA SANFILIPPO'S 15-MINUTE WAKE-UP CALL

Start as you mean to go on... the simplest of moves can bring us sustainable energy all day. Even 2-3 minutes before or after your morning shower is enough to energise you and set up for a more enjoyable day. If you feel lethargic or brain-fogged, take long, deep in-breaths and gentle out breaths. Pair these with standing forward bends as these help to increase circulation and gently stimulate your sympathetic nervous system for mental clarity. Strength moves like 'the invisible chair' (squats against the wall) paired with arm pumps will help you to feel stronger and more focussed since they activate your largest muscles. It may sound strange, but abdominal and glute squeezes work too by promoting alertness and concentration throughout your day.

7

Create an evening routine:
Use the 3, 2, 1 rule every night

3 HOURS BEFORE BED = no food or alcohol

Hear us out because everyone's schedule is different. Eating near bedtime means it's harder for your body to digest food and triggers the stress hormone cortisol. It also makes your brain awake, so not leaving enough time (we're aiming for 3 hours) to digest your last meal makes it harder for you to fall asleep. When it comes to alcohol (both a sedative and a stimulant), this needs to be processed too so try not to have your vino too close to bedtime.

“I found this one the trickiest so don't worry if you are too – just try your best to leave as large a gap as you can between your dinner and going to bed. Oh and build up to it. Sometimes things don't go to plan – life is full on. We're aiming for progress not perfection.”

Nicola Elliott

2 HOURS BEFORE BED = no work or exercise

Who knew exercising too late at night can disrupt hormonal balance (a bit like stress does)? Well doing something over strenuous will make sleep trickier, but gentle moves, like stretches are okay just don't go mad.

1 HOUR BEFORE SLEEP = no screens and dim the lights

We all know the 'no tech before bed' mantra but did you know (science alert) melatonin is a naturally produced hormone which begins to rise around two hours before we want to sleep only happens in dim light? LED-based devices (phones and laptops) get your cortisol going, which makes us more alert and actually stops melatonin production (which is needed to fall asleep). Now you're converted right?

SUZY READING'S 15-MINUTE RELAXATION TIP

“After a day full of stimulation, we need a segway to sleep and a commitment to activities that prime the mind and body for rest. It's essential that we give ourselves permission to clock off, not just from work but from life admin, social demands and to unplug from our devices. Try journaling to organise thoughts and express feelings or doing some stretches can be useful for physically letting go.”

8

Set aside 15 minutes for 'relaxation'
(whatever that means to you) at any
point in your day

WHY?

Stress levels and how we're feeling are all strongly linked to sleep, so this rule is all about giving yourself a little time out. 15 minutes of relaxation is all we ask for you to get those sleep-boosting benefits.

HOW?

Try setting aside this time for one of the below:

Meditation. There are plenty of studies which show how meditation can help improve insomnia as well as helping to slow your heart rate and lower stress levels too (Ong et al, 2014).*

Yoga & Stretching. Great for helping you to unwind, yoga and stretching helps to focus your attention on your breath and body movements instead of the stress of your day.

Deep Breathing. A few simple breathing exercises before bed can help you relax. Slower paced breathing has in fact been shown to help improve your overall sleep quality too.

Walking. Not only beneficial for your overall health, walking can also help to boost your sleep quality too since it has a positive impact on your mood and helps increase your light intake too.

Bathing. A warm bath helps to reduce your core body temperature and facilitate the natural hormonal changes that occur when the body is preparing for sleep.



*Ong, J.C. Manber, R. Segal, Z. Xia, Y. Shapiro, S. Wyatt, J.K. (2014) A randomized controlled trial of mindfulness meditation for chronic insomnia. Sleep. Sep 1;37(9):1553-63

**Chang, A.-M. Aeschbach, D. Duffy, J. Czeisler, C. (2014) Evening use of light-emitting eReaders negatively affects sleep, circadian timing, and next-morning alertness. Proceedings of the National Academy of Sciences, (online) 112(4), pp.1232–1237



9

Make your bedroom a tech-free
zone that's as dark as possible and
between 16-19 degrees

TECH-FREE

We've said this before, but ditching LED-based devices (your phone, iPad and laptop) is also a must. This is because it causes your cortisol levels to spike, meaning your heart rate is faster and blood pressure higher – making you feel more alert and awake. Light exposure at night also has an effect on the quality of your sleep which means more waking in the night and less time in deeper, more restorative sleep stages.

HOW?

Swap reading your tablet for a paper book as studies have shown that reading on an iPad suppresses melatonin at night by over 50% which means it will take you longer to fall asleep (Chang et al, 2014).**

TEMPERATURE CHECK

Like light, temperature also has a big impact on sleep. This is because sleep is most likely to happen when your body temperature decreases. Your core body temperature begins to drop around two hours before you go to sleep which coincides with the release of melatonin.

HOW?

Make your bedroom a sleepy haven and try to keep an eye on how warm (or not-so-warm) it is. The experts say that between 16 and 19 degrees is the perfect temperature to aim for as this will help to signal to your body that it's time for bed. Another top tip is to keep your hands and feet out of your duvet to help regulate your temperature.



11

Have your last coffee
(or caffeinated drink) **by midday**

WHY?

We all know caffeine is a stimulant and makes us more awake – something we definitely don't want at bedtime. Caffeine has a half-life (the time it takes to break down half the quantity) of 12 hours meaning that half of the caffeine from the coffee you drank at midday is still likely to still be in your bloodstream at midnight.

HOW?

Why not try setting a reminder on your phone for midday every day. Just a little nudge should be enough to keep you on the right track. Swap your afternoon hot drink for a decaf or a herbal tea instead.

10

Eat 3 regular meals evenly
spread throughout the day

WHY?

Sticking with regular meals throughout your day helps to support your circadian rhythm which boosts your chances of better sleep. Skipping meals in favour of then eating a bigger dinner isn't great for sleep as it means your digestive system is working double time. Instead, look to eat smaller, more manageable meals.

HOW?

Why not make a rough plan for your meal times throughout the day if you can. If you're used to eating late at night (to help you with the 3 hour rule before bedtime) try bringing all your meals forward bit by bit to retrain your hunger levels. If you eat earlier in the evening, it will mean you'll be hungrier earlier for breakfast the next morning too. 7/8am for breakfast, 12/1pm lunch and 6/7pm dinner should do it depending on your new bed time. Hungry mid-afternoon? Reach for a protein-rich snack.



“ We function better – be that our hormones, metabolism, energy, gut health or sleep cycles – when we stay in tune with our bodies natural circadian rhythm. Tuning into this rhythm is especially important when it comes to sleep, and research shows that as well as waking up and going to bed at the same time each day, sticking with set meals times can encourage this natural flow, and support a good night's sleep. ”

Alice Mackintosh

FUEL BETTER SLEEP

WITH THESE NUTRITIONIST-APPROVED TOP TIPS
FROM ALICE MACKINTOSH

**Prioritise Protein**

Upping your protein intake is a must for better sleep since it supplies your body with the right building blocks to make melatonin. Try to get a hit with every meal but for those on-the-go, protein shakes and yoghurts are great or even a snack bag of nuts and seeds. These are super nutritious and some even have melatonin.

...And Magnesium

Also good for boosting melatonin, look to eat magnesium-rich foods like leafy greens, wholegrains, nuts and seeds. It also induces GABA (gamma aminobutyric acid) – another calming brain chemical which you release in the lead up to sleep which helps to relax your muscles and calm your nervous system. Struggle with these foods? I'm a big advocate of a good quality magnesium supplement. Aim for one with 200-300mg of magnesium glycinate or magnesium citrate.

**Go For Wholegrains**

When it comes to carbs, choosing wholegrains over white alternatives can positively impact your sleep. This is because white rice, pasta and bread all release their sugar quickly which causes your blood sugar to spike and then drop 1-2 hours later. This can cause you to wake up – especially in the early hours.

SET YOUR NEW SCHEDULE

Like with most things, real results come from a little bit of preparation. Use this template to plot in your new sleep and wake times as well as some of the other must-dos and the times you plan on doing these...

Need some inspiration on how best to structure your new routine? Here's what a typical day looks like for our founder Nicola...

NICOLA'S SCHEDULE

☀️ 6:30am	Straight up and off to a gym class or a Joe Wicks home workout. This is the best start to my day as it really gets me into a good head space
7:30am	Shower time... with our Super Shower Power Body Cleanser of course
8:00am	During the week, I'm usually in and out of meetings but do try to get a 15-minute break for a walk outside if I can
Midday	No more coffee
1.00pm	Lunch – I try to prepare a chicken or salmon salad
1.30-6.30pm	Work time
7:00pm	Dinner – usually something comforting but veggie based
7:30pm	Wind down time. I light our Perfect Night's Sleep Candle and then I'll usually watch TV or catch up on a few emails. I'm now mindful to stop this by 9pm
9:00pm	Bath time – I go all out by filling the bath with plenty of our Bath Foam. Once out, I then generously apply our Body Oil
10.00pm	From this time onwards, it's strictly no screens. I dim the lights and read a paperback book
🌙 11.00pm	Lights out and a spritz (or four) of our Pillow Mist

YOUR SCHEDULE

☀️ am	Get up... no snoozing
am	
am	
Midday	No more caffeine
pm	
pm	
pm	
pm	
pm	
pm	
pm	

FILL IN:

- Your wake time
- Breakfast, lunch and dinner
- Time to be outside
- 30 minutes of movement (don't forget you can split this up throughout your day)
- 15 minutes of relaxation
- Your bedtime



NICOLA SHARES HER NIGHTLY ROUTINE...

I'm always asked which are my go-to products to help me sleep and I swear by these four from our Perfect Night's Sleep collection...

7.30pm

LIGHT THE CANDLE

It's super soothing just lighting a candle to get that 'ahhh' feeling two hours before bed to help get my relaxation on.

9.00pm

TIME TO SOAK

No bath is complete without our brilliant skin-softening Bath Foam. I always soak away the day for at least 20 minutes to help relieve any built-up tension.



*Independent blind study over 7 days on 100 volunteers

9.30pm

LATHER THE BODY OIL

This Body Oil is a forever favourite for keeping my skin hydrated and nourished whilst I sleep. I always wake to super soft skin.

11.00pm

SPRITZ THE PILLOW MIST

I'm never without our hero Pillow Mist. It comes with me whenever I stay away from home and is a non-negotiable step in my nightly routine – every night without fail. It helps to relax and unwind as you prepare for the perfect night's sleep.

94% agree this routine prepares you for a good night's sleep*

**THE SLEEP SAVIOURS KIT
£85**

OUR SLEEP SUPPORT HUB

Whether you're ready to get stuck right in, want to ask a question or simply need some extra support from those who have already completed the plan... we've got you.

Our **Sleep Support Hub** is overflowing with advice and videos from our in-the-know experts to give you even more guidance on your journey to better sleep. There is also a place to scan the most commonly asked questions about the plan and a spot to get in touch with our NEOMologists. Don't forget to join our online Facebook community, **The Wellbeing Club**, to chat with others and even pick up a few tips and tricks on how they're making these rules fit into their daily routines.

We're on this journey with you, so do get in touch and let us know what you think of the plan and how you're getting on. Give it your all and remember we're here to help and support you.



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WHAT'S ON IN STORE: Why not come along to one of our store events to meet our team and community? Find out more by heading over to **neomwellbeing.com** and looking for Store Events or by joining our Facebook group or signing up to our email newsletters. We look forward to seeing you soon.

SWEET DREAMS

DISCLAIMER: Please note that this article is intended as informational and is therefore not to be used as a substitute for medical advice. This article does feature the advice from expert(s), but this commentary is their own and not to be taken as views of NEOM Wellbeing.

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