



Sleep on This

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Welcome to the June issue of *Sleep on This*, the Dreamerz quarterly newsletter! We've been really busy, most notably with the recent launch of our **TV commercial!** We're thrilled to introduce our healthy sleep solutions to a nationwide audience.

We're also excited to announce that our Chocolate Pillows and Herbal Fruit Mixes are now on shelf in numerous Whole Foods stores in the Southwest! Check out our [store locator](#) to find Dreamerz in a store near you! If you don't find a store near you, check back often because we're constantly updating the store locator as we expand retail distribution.

Thank you for your continued support, and please [send us your feedback](#). We love hearing from you!

Sweet Dreams,
Amanda, Heidi and Maureen



Dreamerz TV Commercial Launches!

Have you seen Dreamerz in your family room yet? If not, stay tuned! We're thrilled to announce that our TV commercial has launched! It will be airing during the month of June on several major cable networks including AMC, Hallmark, Hallmark Movie Channel, LMN, Lifetime Real Women and WE. While we believe that all of our products are special, we are offering special **Dreamerz Super Sleep Packs** while the TV commercial is airing. Take advantage of these limited-time offers while they're available! And while you're at it, they make incredible gifts for friends and family who could also use a better night's sleep. Who couldn't? [Check it out!](#)



Consumer Highlight: Meet Saloni and Arneek

We're always excited to hear from you and we want to share your stories! This month we want to share feedback we received from Saloni, a new Dreamerz consumer from San Francisco.

So, Arneek and I both had the dark chocolate pillows last night before we went to bed. He literally fell asleep on the couch within minutes, and I started feeling a little tired (not overwhelmingly tired, but good tired) as well. I slept amazingly well and woke up feeling more rested than I had in a while.

Seriously, that's some good stuff! The chocolates are going to be Arneek's new thing to use on red eyes, instead of a Tylenol PM! Can I buy them somewhere? I think the product is incredible!

It makes us feel good about our mission to make **healthy** sleep part of everyone's daily wellness when we hear stories like this. If you're wondering where you can buy Dreamerz, check our [store locator](#). [Share your story](#) about Dreamerz for a chance to be featured in our newsletter or on the Dreamerz website!



Sleep Your Way Slimmer

We all know diet and exercise are the best ways to maintain a healthy lifestyle, but there's another component to the secret of staying fit and it's easier than you think: sleep. Substantial medical evidence points to a link between sleep and weight loss, proving that the right amount of shut-eye can help keep you healthy.

Researchers say that the quality of your sleep and how much you sleep stimulates certain hormonal activity in your body that is tied to your appetite. Sleep loss is associated with striking alterations in hormone levels that regulate the appetite and may be a contributing factor to obesity, says Michael Thorpy, MD, director of the Sleep-Wake Disorders Center at Montefiore Medical Center in New York. If you've ever had a sleepless night and wondered the next day why you continue to eat but not feel satiated, you've experienced the workings of two hormones called leptin and ghrelin.

Leptin and ghrelin work together to control feelings of hunger and fullness. While leptin sends a signal to the brain when you are full, ghrelin stimulates appetite, creating a controlled system. The normal levels of these hormones are disrupted when you don't get

enough sleep. Sleep deprivation causes leptin levels to decrease, and ghrelin levels to increase. The result is a stimulated appetite but feeling less satisfied after eating. This combination can easily set the precedent for overeating and lead to weight gain if it continues. In fact, an analysis done by the Washington Post of a nationally representative sample of nearly 10,000 adults found that those between the ages of 32 and 49 who sleep less than seven hours a night are significantly more likely to be obese.

So how can you make sure your body is getting what it needs to be healthy? The answer is to make sleep a priority in your life. Sleep is often the first thing that gets sacrificed in the face of a busy schedule, but even an hour a night can keep you healthy and prevent weight gain. New data from the University of Michigan shows that you'll likely eat 6 percent less if you replace 60 minutes of awake time (when you may snack) with an hour of shut-eye.

Turns out snoozing is more valuable than you thought and Dreamerz can help you get that quality sleep you need. Our [all natural line of sleep solutions](#) will help you fall asleep and stay asleep so you wake up rested, refreshed, and ready for the day. The secret to great health is out, and all you have to do is get some sleep!



Summer Reading Recommendations!

Reading is to winding down at night like BBQ is to summer, so we have some reading suggestions for the long summer nights. If you're reading something that is particularly entertaining, thought-provoking or touching, [let us know!](#)

Amanda Steele: *CEO*

[Salt, A World History](#) by Mark Kurlansky. Yes! A whole book about what I've always thought was just humble table salt. While it may seem like good bedtime reading (boring!), in fact, it turns out that salt has been a pivotal ingredient in building (and feeding) empires throughout world history. Full of delicious discoveries for nerdy bookworms like me, including the origins of common phrases like "Worth his Salt", a reference to Roman salt miners who were in fact paid in salt.

Heidi Otto: *Director of Marketing*

[Crossing the Line, A Year in the Land of Apartheid](#) by William Finnegan.

An American Traveler stops for a year in South Africa and recalls his experiences as a white teacher of black students near Cape Town and intersperses descriptions of life under Apartheid. In between his

walks to school and weekends in gorgeous South Africa, he challenges students to think for themselves in the midst of racial and political turmoil. This is a great book to remind us of the freedoms we have in America that are as simple as riding any bus, eating at any restaurant and having any job that we choose.

Jill Friedman: *Associate Brand Manager*
[The Omnivore's Dilemma](#) by Michael Pollan. It's about how our government's agricultural policies (specifically with respect to corn) have shaped everything from why over 25% of products in your supermarket contain corn to why cattle now need antibiotics. While much of what I've learned from the book is disconcerting, I'd rather be informed!

Mike Daniel: *National Accounts Director*
I just finished [A Time of Departing](#) by Ray Yungen. It explores spiritual movements in the US over recent years and the impact of Eastern religions on this country. I'm getting ready to start [Wild at Heart](#) by John Eldredge. Its a guide to understanding Christian manhood. It discusses how men are "wired" so differently than women and the ways we often misinterpret what it means to "be a man".

Sarah Romotsky: *Marketing Assistant*
I'm reading [Eat, Pray, Love](#) by Elizabeth Gilbert and don't want it to end! Its a memoir of the author's travels to Italy, India, and Indonesia after suffering from a severe emotional and spiritual crisis. The author's extraordinary journey is full of humor, love, and ultimately, self-discovery. It's a wonderful read for anyone who wants to be inspired.

Dreamerz Foods
535 Pacific Avenue,
3rd Floor
San Francisco CA
94133

888.608.4522
www.dreamerz.com

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