



Quick Start Guide

Larry & Oksana Ostrovsky



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Larry: Welcome to the Sleep Well Solution Program, brought to you by Be Well Buzz. Larry and Oksana here. Before we begin, there's a legal disclaimer our legal team asked us to read. Here we go:

"The information in this presentation is designed for educational purposes only. It is not intended to be a substitute for informed medical advice or care. You should not use this information to diagnose or treat any health problems or illnesses without consulting your pediatrician or family doctor. Please consult your health practitioner with any questions or concerns you might have."

All right, now that that's out of the way, we want to thank you, first and foremost, for making an important investment in your health. The presentation we are about to deliver is a distillation of knowledge from the seven experts we have interviewed. The information presented is from their hard work and diligent study. We want to thank them upfront for taking the time to share their wisdom.

What we're presenting is basically a quick start in understanding the problems and solutions surrounding sleep. After going through this, please make sure to listen to individual interviews. Read the notes we created and dive deeper into a broader understanding of what this program offers.

Oksana: Sleep is as vital as food and water when it comes to your health. Both body and mind require it for optimal function and without it, both dissipate. That's the one point agreed upon by the seven experts we interviewed, drawn together from nearly 15 ancient and modern health and medical disciplines.

In a culture fighting to stay awake, Red Bulls and triple espresso shots may seem men's best friend. But what if the vitality of your waking life was dependent upon your sleeping and dreaming life?

Larry: We hand-picked these seven dynamic thinkers, experts and leaders in their fields to talk about sleep. We asked them to give us a comprehensive view of why sleep is so crucial, why so many people are sleep-deprived and may not even realize it, and how we can get back on track for optimal health and productivity.

Let's get to know your sleep experts.

First, we have Alicia Diaz. She's been an Ayurveda practitioner for more than eight years. She studied with three world masters of Ayurveda in India and the United States. She specializes in helping women overcome fatigue to create abundant energy and lifelong, vibrant health.

Oksana: Then we have Dan Pardi. He is a sleep and cognition researcher at Stanford University and the University of Leiden. He is an international speaker and educator. He also he is CEO and co-founder of Dan's Plan, an online wellness and technology company promoting optimal health centered on food, mood, and sleep.

Larry: Dr. Lauren Noel. She is a licensed and practicing naturopath. She's a speaker, educator and host of the popular radio show, *Dr. Lo Radio* on Blog Talk Radio. She's passionate about food as well as medicine. Her areas of expertise include digestive disorders, inflammatory bowel disease, autoimmune disease, chronic fatigue syndrome, acne, menopause, infertility, Hashimoto's disease

(thyroiditis), thyroid disease, weight loss, detoxification, environmental medicine and food tolerances as well as sleep.

Oksana: Next, we have Dr. Richard DiCenso, complementary care expert with applied knowledge in orthomolecular nutrition, chiropractic homeopathy, acupuncture, kinesiology, and forensics. He is the author of the book *Beyond Medicine: Exploring a New Way of Thinking*. He invented the Matrix Assessment Profile which is a diagnostic tool used for whole person rehabilitation. He's also a CEO of Matrix Transformation.

Larry: Next, we have Mark Effinger. He's a neurochemist and entrepreneur. He's also a fitness expert and CEO of WebNutrients. He's the creator of a one-of-a-kind scientific blend of powerful, long-term brain enhancing nutritional called nootropics.

Oksana: We also have Sean Lee Gardner. He is an expert in medical Qigong and Ayurveda. He is also an expert in Chinese as well as European and North American herbalism. He is the owner of Immortality Alchemy, LLC.

Larry: Next, we interviewed Shawn Stevenson. He's a professional nutritionist specializing in biochemistry and kinesiology. He's the host of *The Model Health Show* and author of two books, *The Fat Loss Code* and *The Key to Quantum Health*.

We've added an expert area within this membership site so you can learn more about each expert and follow their important work. We encourage you to browse their bios in their sites.

Oksana: Now that you know your experts, let's dive in into the presentation.

We've broken it up into two parts. The first part is around this problem of sleep so you'll understand why you might not be getting the deep restorative sleep you need. We also cover the consequences of poor sleep.

The second part is all about solutions so you know exactly what to do to sleep well and wake up rested ready to take on the day.

Let's get started.

Larry: All right, let's dive into the problem of sleep.

Did you know studies show we're sleeping 20 percent less in 2013 than in 1960? Eleven triggers are the root cause of sleep deprivation.

The first one is we've fallen out of tune with the rhythms of nature. It's also called the circadian rhythms. Circadian rhythms are physical, mental, and behavioral changes that follow a roughly 24-hour cycle, responding primarily to light and darkness in an organism's environment. They are found in most living things including animals, plants, and tiny microbes.

The biological clock that controls circadian rhythms are groupings of interacting molecules and cells throughout the body, a master clock in the brain that coordinates all the body's clocks so they are in sync.

Circadian rhythms can influence sleep/wake cycles, hormone release, body temperature and other important

bodily functions. They have been linked to various sleep disorders such as insomnia.

Abnormal circadian rhythms also are associated with obesity, diabetes, depression, and bipolar disorder among many other ailments.

The second sleep loss trigger is stress. You are either in a state of healing when feeling in coherence with love and gratitude or in a fight-or-flight state when stressed. Stress appears the same chemically and energetically whether you're being chased by a bear or having a fight with a spouse. Stress is at the root cause of many diseases as well. We can do a whole presentation on the problem of stress. In the interest of time, we move on.

The third trigger is not enough sun exposure. Besides being important for vitamin D production, it's important for mood. It increases melatonin production, which is needed for sleep, and also helps liver function. Get a minimum of 15 minutes of sun exposure per day.

The fourth sleep loss trigger is excessive synthetic lighting or artificial light and overuse of technology. When your body is exposed to blue light in the evening hours from TV or a computer, it gets tricked into thinking it's daytime. This likely will interfere with sleep.

The fifth sleep loss trigger is a disrupted sleep sanctuary or bedroom. Your bedroom should be used solely for sleep so there is a strong association with the space for rest. The environment should be dialed down so it's dark, quiet and peaceful. Use of ear plugs or an eye mask may be needed in some circumstances.

The sixth trigger is poor diet and digestion. A new study in *The Mayo Clinic Proceedings* shows that irritable bowel syndrome, indigestion, and heartburn are seen frequently among people with insomnia. This is no coincidence. The body does most of its food breakdown in the evening between the hours of 8 p.m. and 4 a.m., followed by the body's elimination cycle, which occurs between 4 a.m. and noon.

Therefore, it's important for us to aid the body in nighttime digestion so we can sleep better. If you've tried natural sleep remedies and found they aren't working for you, have your digestion checked. Digestive problems could be getting in the way of your body producing the sleep hormones for proper, restful, rejuvenating sleep. You may need to do a cleanse. Check out our bonus interview with Morgan and Dr. Dan Engle.

Number seven is the over-consumption of stimulants. This one is pretty self-explanatory. Stimulants attack your adrenals and keep you awake. Practice serious moderation with them or, better yet, remove them from your life entirely.

The eighth trigger is choice. Are you choosing to not sleep? When you opt in for going out quite often, staying up late, watching TV, you're putting yourself at risk of sleep deprivation.

Let's move on to number nine, which is culture. We are programmed to perform and produce and rewards are given to reinforce this behavior. Your culture may discredit sleep entirely, putting emphasis on production.

Number ten is your job. If you've chosen a job that requires late hours, you are compromising your health. Do everything in your power to change your circumstances. In the solutions area, we have things that will help you but, ultimately, you need nighttime hours to sleep. Your job should not be a source of stress.

Number eleven, the final sleep loss trigger, is clinical issues such as narcolepsy or parasites. If you are faced with these issues, make sure to consult with your health practitioner to ensure the right approach for you. We always lead people to discover holistic understanding of their health conditions and find a natural solution.

Oksana: Now that we have explored eleven sleep loss triggers that might be preventing you from getting a good night sleep, let's talk about what happens during sleep and during deep sleep only.

Have vital cleansing and detoxification, rejuvenation and healing of mind and the body, nurse cells shut down and repair themselves, neurons are getting nourished, the brain processes information that was collected during the day, memories are consolidated, immune system refreshed and rebooted, growth hormones released, and muscle tissue is rebuilt.

Larry: But wait, there are more benefits of deep, rejuvenating sleep such as physical, mental and emotional health and vitality, living longer, improving fat loss and muscle development. Your healthy cells regenerate to prevent whole body aging. Your skin is radiant, your eyes are brighter, your nourished cells are reflected in your hair, nails and muscle tone, your immune system is strengthened.

Your digestion is healthy. Performance is at its peak. Constant energy is flowing throughout the day and your emotions are balanced.

You also have improved social interaction because feeling good leads to more openness and depth of conversation and connection.

Oksana: But, what about the flip side? What are the consequences and symptoms of sleep deprivation?

During our interview with Shawn Stevenson, he said, "If you are not sleeping, you are getting dumber." This might sound funny but, it's not a matter of laughing.

What happens here is your cognitive functions decline. You have difficulty learning. You have bad memory and trouble focusing. Your neurons become depleted and polluted, causing them to malfunction.

Depression and emotional imbalance might be observed. You have increased susceptibility to diseases, including cancer, diabetes, Alzheimer's and dementia, and chronic fatigue. There are also physical changes that condition the mind and the body for disease such as insulin resistance, which is equivalent to Type II diabetes.

They feed on all of our immune system, depleting adrenal, serotonin and dopamine, the feel-good hormones, and reducing production of growth hormone. You're also in danger of increased sugar cravings. You might experience weight gain, obesity and an inability to lose weight. You might have impulsive behavior, poor performance or low productivity as well as PMS, loss or decline of fertility and many fewer dreams.

Larry: So, hopefully by now, you're getting a clear understanding regarding the importance of getting solid sleep. Let's explore what aggravates the problem and causes poor sleep.

We have the over-stimulation of the sympathetic nervous system, fight-or-flight mode, also known as "too much stress." Being in an environment such as a city, where you have way too much sensory stimulation, is a big problem which aggravates sleep along with being exposed to blue light in the evening hours.

Are you using technology at night, such as an iPad or a computer? If you are, then the blue light rays entering your eyes are preventing melatonin production. If you're using these things to work, excessive mental stimulation doesn't allow the mind to wind down.

Being indoors with dim artificial light by day and bright artificial light at night creates something called a synchronization which aggravates sleep.

Another problem is nutrient deficiency, whether it's vitamins or minerals. Also, a massive problem is late night drinking. Although alcohol may be effective in sleep induction, it impairs sleep during the second half of the night, where deep REM sleep happens. That can lead to a reduction in overall sleep time.

Using sleep aids continuously and without cycling out is a major issue as well. The idea that a pill can instantly solve your sleep problems is very appealing. Unfortunately, sleep pills don't cure the underlying cause of insomnia and, in fact, often can make the problem worse in the long run.

While exercise is great, the wrong exercise at the wrong time can aggravate sleep problems. Excessive exercise or working out before bed definitely will aggravate sleep as will too little exercise or low quality exercise.

Something we talked about earlier, consuming stimulants such as caffeine is definitely something that should be avoided. Another factor in sleep aggravation is not enough protein. Protein allows the body to produce the right hormone so you can get the right restful sleep you need.

Oksana: I'm sure you got this program for solutions. So, let's get into them and discover some principles for how we can treat sleeplessness and insomnia.

In Dr. Noel's interview, she said, "I rarely just give treatments first and foremost. I'm always looking at what's the root cause. If the reason you can't sleep is because of lifestyle or diet, or maybe certain stimulants, then those are the first things that need to be addressed."

Now, let's talk about seven principles of treatment.

Number one, healing power within. We all know the body is designed and equipped to heal itself. The job of treatment is to re-ignite and facilitate inherent healing capabilities.

Number two, constraints of treatment. Whereas diet and lifestyle adjustments can be a lifelong process, herbal and pharmaceutical treatments are typically and necessarily short term.

Number three, case by case. While some protocols are general and universal, such as staying well-hydrated, every

individual body will have unique strengths and weaknesses and, therefore, treatment needs. Treatments are holistically designed according to the person's unique constitution.

Number four, investigate the root cause. Treating symptoms is inefficient. The first task is discovering the root cause.

Number five, treat the root cause and the symptoms. Some treatments can bring temporary relief while the core issues are being addressed.

Number six, cycle. Therapeutic doses, such as with herbs and supplements, often will need to be cycled with a few days on and a few days off.

Number seven, experiment. The best way to find out what works for you is through trial and error. Develop a relationship with your body, be willing to try new things and always start with low doses of any supplement or other treatment. Listen to your body and calibrate accordingly.

Larry: Now, let's dive into lifestyle.

Various lifestyle habits throughout the day contribute collectively to vibrant energy during the day and sound sleep at night. Researcher Dan Pardi says, "Your sleep tonight is influenced not just by what you did today, but by what you did in the past week or two weeks or the last month."

In this section, we're going to explore what the experts recommend for daily habits. We're going to break up the day into different parts. First, let's dive in to what we should be doing all day, every day.

Number one, eliminate chronic stress and properly manage daily stressors. As we mentioned before, stress has a major impact on overall health.

Number two, get lots of fresh sunlight. Align the body with day, night, and solar circadian rhythms. This will help increase melatonin production at night by 50 percent.

Number three, energy levels tend to cycle every 90 minutes. Recognize your natural rhythms throughout the day. Work in harmony with them. Take breaks, short naps, get exercise, and eat healthy snacks according to your clock.

Get plenty of vitamin "T." That "T" is for training. Focus on strength work. Do sprints, intense burst interval training. Avoid long-duration cardio which is low-quality exercise. It will increase the stress hormone cortisol, which suppresses melatonin.

Have a regular yoga practice. Yoga helps reduce stress and also regulates hormones. It has postures which will induce sleep. We've mentioned this before, but we'll mention it again.

Number five is avoiding excess caffeine or other stimulants.

Number six, avoid absorption in thoughts about the past or future.

Number seven, practice slow, conscious breathing to stay in the present. Again, this helps avoid stress and conserves energy.

Number eight, practice meditation with or without visualization. In this program, we talk about many tools which aid in meditation.

Now, let's break up the day.

What shall we do in the morning? First, we want to wake up before sunrise if possible. Once awake, using aromatherapy such as Nasya oil enlivens the senses. You want to warm up and invigorate the body with a sun-filled morning walk or with a vigorous workout.

Yoga is especially recommended in the morning to wake up your body or you can do some other exercise you enjoy.

Here are some expert recommendations for what to do in the afternoon or mid-afternoon. Again, use yoga or other exercise for a refreshing pick-me-up. Practice some meditation. Take a short nap if necessary, if you didn't get enough sleep the night before.

Now, let's roll on to the evening hours.

Have dinner while the sun is up. Begin to dim the lights or switch the candlelight to more closely imitate the natural rhythm of twilight and, eventually, sunset. You want to limit sensory bombardment such as computer, television, phone, etc.

Avoid any heavy desserts, especially those high in sugar. It's better to have a fatty dessert than a high sugar dessert. Take a warm shower or a bath 90 minutes to two hours before bedtime.

Sexual release in the form of masturbation or making love is a great way to induce sleep and it's a lot of fun.

At night, our experts recommend avoiding alcohol. Avoid all stimulants including sensory bombardments, especially blue light. Avoid strenuous exercise. The best sleep times, according to the human circadian rhythms, are 10 p.m. or 11 p.m. You also can count backwards seven to nine hours from the desired wake-up time. That will depend on your sleep needs, of course. Start your final bedtime preparations one hour before you need to be asleep.

You want to establish a nighttime routine such as undressing, brushing teeth, playing soft music, meditating, and disconnecting from all electronics and socializing. That will signal your body when it's time to transition from activity to bedtime.

It's critically important to have a proper sleep environment in your bedroom. That means completely darkened and quiet. You want to be sleeping in a cool environment, preferably 70 degrees or so. And, you may want to wear a sleep mask and ear plugs.

If you can't sleep, try the presence technique by watching your breath to come and still the mind. Come back to what's real. The only thing that's real is your breath. You also can use a great tool, which is binaural beats. That will get your brain into the right state for sleeping.

Listen to the bonus interview with Niraj Naik who talks about brain waves and has given us an amazing meditation to fall asleep to.

Oksana: So now, let's talk about diet. In reference to the question of late night snacking and eating a meal after sundown, Dan Pardi, the sleep researcher, said:

"The information about food and sleep is really not that compelling. The information is new and conflicting. Overall, it seems each person will just have to experiment. Nevertheless, it seems just about all experts agree that eating a full meal close to bedtime will [22:18] deep sleep."

But, some have found having a particular macronutrient such as protein may not only reverse the disruption of sleep caused by sugar, carbs, or alcohol but can actually enhance both sleep and fat loss.

So, let's look at diet's dos and don'ts.

Here is what you should do. Investigate the best foods for your body type and needs and stick to them. So, for example, if you are overweight, or not very active, you should avoid heavy foods and consume lots of grains and fruits.

If you are a high-energy entrepreneur type, you may need to avoid spicy or acidic foods but take in lots of healthy proteins, salads and cooling veggies such as cucumber.

Alicia Diaz recommends if you easily get nervous or anxious, stay away from stimulants. Instead, enjoy heavy food, a one-pot meal such as stew and soup. You also should eat a healthy protein and fat-rich diet, not eliminating carbohydrates but with a conservative amount of them.

Make sure to include a rich source of protein with your breakfast. Eat vital or real foods and make sure they are

local so you can personally ask your farmer about dairy, about herbicides and hormones and about conditions your food grows in.

Make sure to enjoy your day's final meal about three or four hours before bed. This will enhance overnight production of the hunger hormone ghrelin, which also causes the increase of GH. Eat proteins as a late night snack before bed to keep the blood sugar stable and promote continuous sleep throughout the night.

Good choices include turkey, chicken, cottage cheese, and an all-natural, sugar-free, slow-release whey protein smoothie. Make sure all of them are organic.

As a nighttime snack before bed, you also can eat small portions of foods that are rich in magnesium, such as dark, leafy greens, raw chocolate, spirulina, pumpkin seeds or almonds.

Also make sure to support your adrenal glands with vitamin C and vitamin B5. Foods that have high vitamin C content are red bell peppers, Brussels sprouts, broccoli and strawberries. Shitake mushrooms are a great source of vitamin B5. Also make sure to eat foods that increase serotonin, which is the precursor to melatonin. Cashews, bananas, and figs are great examples.

Also another great thing to do to induce relaxation and sleep is drink warm, raw, grass-fed dairy milk or almond milk with nutmeg. If you have sleep apnea or snoring issues, make sure to limit dairy, particularly pasteurized milk, to determine if it's inflaming the sinuses or the breathing passages.

So, what about don't's?

Well, first of all, you need to make sure you avoid consuming loads of stimulants. Some experts say a little is okay. One or two cups of coffee can even help to lower blood pressure, per Dr. DiCenso. But, keep it to a minimum.

If you eat processed foods, remember these can cause a slew of health problems including inflammation and indigestion, which are the root causes for almost all diseases, including insomnia. Also, do not consume sugar, especially refined sugar, as it hyper stimulates the body. Avoid eating a large meal before bed.

Larry: Now that you understand the dietary do's and don'ts, let's talk a little bit about the supplements you can take that will help you get a restful night's sleep.

Alicia Diaz says plants have intelligence that awakens the intelligence inside our own selves and remind us how to do what we already know how to do.

Let's get into these supplements that will help you sleep better.

The first one is magnesium, the stress defense mineral. It's utilized by the body in the formation of serotonin, which is a precursor to melatonin. Next, we have potassium gluconate 300 mg to 600 mg. It relaxes the muscles. It's helpful in treating restless leg syndrome as well.

Next, we have vitamin B12. This helps induce dreaming. You may want to take 5-HTP before bedtime. It helps produce serotonin and, of course, melatonin. It's the hormone that affects the master clock in the brain, causing drowsiness and promoting sleep. You have to be

careful with all of these supplements and cycle them because they can cause dependence, especially melatonin.

GABA. This helps activate the parasympathetic nervous system, the rest and digest mode of the nervous system.

Next, we have astragalus and Goji berries to nourish the spleen, then Valerian root. This herb induces sleep but can cause a hangover for some, so use it in moderation. Kava kava is another herb that induces sleep.

In markets, you can find a couple of really good tea blends. The two that are recommended are nighttime tea or good night sleep tea blends. Let's explore some Chinese herbs.

The first one is Tian Wang Bu Xin Wan. It calms the heart, cools anxieties, relaxes the spirit and slows the racing mind. The next one is **[27:34 Daw ren an xiang pian??]** to calm the mind, cool the body, reconnect the mind, and body and induce sleep. Finally, we have He Shou Wu to restore and replenish. It's so nourishing that when a large dose is ingested, the body wants to sleep and start rejuvenating.

The next supplement is tryptophan, 500 mg to 1000 mg of this before bed will help you sleep deeply.

Many amazing technologies out there also will help you understand how your body works and allow you to set a plan to get you sleeping more deeply. The first one we'd like to recommend is from Dan Pardi. It's called Dan's Plan. You can use that or any other tracking tool to track your behavior and progress and stay in your zone of health.

Tracking is really, really crucial to understanding how you operate. Tracking your food intake and how you sleep, how you feel throughout the day is priceless information.

Grounding is another technology found to really help center yourself and get you back to the circadian rhythms that we talked about. Grounding is basically touching your body to the earth and grounding yourself to the planet's circadian rhythms.

By doing this, you are effectively resetting yourself to the planet's circadian rhythms. It will allow you to get back into the rhythms of better sleep.

Another great technology we came across recently is called "Beddit." This allows you to monitor all sorts of environmental signals while you sleep. All this is done with a basic strap that goes on to your bed and communicates with your iPhone. The application continuously records and monitors activities while you sleep. It looks like a powerful device.

Next, we have binaural audios for sleep state induction. Binaural beats have been used to tune your brain frequencies into the state you want them to be in. It's great to use binaural frequencies of theta and delta to induce sleep and relaxation.

Check out our bonus interview with Niraj Naik. He talks about these brain waves and actually gives an amazing meditation for you to try that has binaural beats embedded in it.

Oksana: So, this concludes our presentation on the Sleep Well Solution. Remember, this is the condensed version of

everything that was discussed. Please make sure to dive into the individual speaker presentations. Take a look at the notes and let's not forget about all the amazing bonuses.

We worked very hard to bring you the best information regarding sleep. When you apply the knowledge in this program, you will be sleeping better than you ever have.

Imagine waking up refreshed and excited to take on the day and then, drifting off to sleep, effortlessly and deeply when your day is done.

We look forward to your testimonials and feedback. Bye for now.