

NEOM  
ORGANICS • LONDON

# THE ULTIMATE *sleep guide*

*"Packed with genius sleep tips"*

Grazia

100% NATURAL FRAGRANCES FOR THE MIND AND BODY



# Welcome

## to the ULTIMATE NIGHT'S SLEEP BOOK with Neom Sleep Expert Anandi

Nothing affects how we look or feel as much as sleep, or lack of it.

Neom know this because, earlier this year, we interviewed 1,000 women for our Neom Lifestyle Stress Audit and lack of sleep came up as a main concern.

In fact, 1 in 2 of you told us that you would feel happier and healthier if you got both a greater quantity AND better quality sleep each night.

Sometimes we have no choice (new mums and dads, trust us, we've been there), but at other times we need to evaluate why we may not be sleeping as well as we could and accept that it's time to make some life-enhancing changes.

This is where Neom come in. With an incomparably experienced Wellbeing Board, comprised of the world's leading experts in their fields, we will equip you with the knowledge and insight you need to lead a healthier and happier life.

Neom's Wellbeing Board, featuring our leading sleep expert, Anandi, will guide you through this book. Discover practical tips, surprising insights, science-backed stats and failsafe lifestyle tweaks – all of which will help ensure that when the time comes for you to curl up in bed, you'll be destined for the best night's sleep possible.

**Sweet dreams, Nicola x**  
*Neom Organics London Founder*



FEELING TIRED,  
UNHAPPY AND STRUGGLING  
TO SLEEP



*Nicola Elliott*

Anandi is on a mission to help everyone enjoy a sound night's sleep and believes in a 360° holistic approach. Anandi says "Studies consistently show that less than 6 hours of sleep a night is a main cause of burnout. I can help you make changes to restore healthy sleep!"

**The Neom Ultimate Sleep Book is about making pleasant and positive changes that really STICK and really WORK.**

People think that sleep issues are a matter of an overnight cure and give up before they have even considered an holistic approach. If you can dedicate at least 30 days and stick to the advice on these pages, you will certainly experience an improvement.

We also know that any 'one' thing will not work unless it is supported by the right lifestyle and diet. That's what this book is all about. Having consulted the wealth of holistic expertise provided by the Neom Wellbeing Board – from exercise and diet, to mindfulness and meditation – we can help you build a clearer picture of how to achieve a better night's sleep and guide you towards achieving it.

From personal sleep quizzes to delicious, sleep-supporting recipes, you're sure to feel inspired – and, of course, far healthier and happier once you embrace these positive changes.

**60%**

BELIEVE MORE TIME WOULD  
MAKE THEM LESS STRESSED

**9 out of 10**  
WOMEN IN THE UK  
ARE STRESSED

A NATIONAL STRESS AUDIT FOUND

**1 in 2**

FEEL THAT BETTER QUANTITY AND  
QUALITY OF SLEEP WOULD MAKE  
THEM LESS STRESSED

A photograph of a woman sleeping peacefully in bed. She is lying on her back with her eyes closed, a slight smile on her face. Her dark hair is spread out on the white sheets. Her right arm is bent, with her hand resting behind her head. The lighting is soft and warm.

# CHAPTER 1

# *Learn to sleep well*

NO GIMMICKS  
*JUST TRIED-AND-TESTED*  
SLEEP SOLUTIONS

# HOW CLEAN IS YOUR BEDTIME ROUTINE



## SET YOUR BEDTIME

1 If you fall into bed at 1am on some nights and 9pm on others you're missing out on the most crucial element of a clean routine – consistency. We need to place less importance on the number of hours we get each night and more on the time we go to bed. By going to bed and waking at regular times every day, we can support the body's natural circadian rhythms (our 24hr body clock). You'll wake feeling more refreshed, even if you're actually getting less sleep than before. We believe that early to bed (around 10pm) early to rise (between 6 and 7am), really works!

*You may have heard of the term 'sleep hygiene' – the habits and practices that one can adopt to better prepare the body and mind for sleep. Anandi's 4 simple pointers will help establish a cleaner routine and create the foundation for a better night's sleep, every night.*

2 **DON'T OVER NAP**

A 20 minute nap during the day tunes out the nervous system and can give you as much energy as two cups of coffee and last much longer. However, 30 minutes or more will see you entering deep sleep and leave you feeling groggy on waking.\*

\*Gregg Jacobs Sleep Disorders Centre at the University of Massachusetts Medical School; March 2003

3 **TUNE OUT ALL TECH**

This won't be the last time we'll mention it – but countless studies have now shown just how disruptive the blue light which your phone, computer and tablet emits is to your sleep cycle. It cues the brain up to be wide awake when it should be settling down. If you HAVE to look at a screen, ensure the light setting is at its lowest and always leave at least an hour without any tech before you plan to fall asleep.



## DINE EARLY

All the experts are united in knowing that a lighter, earlier dinner will aid quality sleep. This is because a big meal (or something sugary) will send your blood sugar levels up, which boosts metabolism and production of insulin (which breaks down sugar), while also inhibiting the production of melatonin, which you need for sleep. A clean, healthy diet rich in foods that contain tryptophan (an essential amino acid which makes serotonin - necessary for the regulation of mood, appetite and sleep and melatonin) like yoghurt, milk, chickpeas, wholegrains, hazelnuts, almonds, bananas and kelp will help with sleep issues.

### BEST BEDTIME?

Spend one week experimenting with your ideal bedtime. When do you feel tired, but not overtired? Excited about the prospect of curling up, but not too exhausted to climb the stairs? Set the time that feels best and when you fall asleep most comfortably – always leaving an hour beforehand to have a bath, brush teeth and change into pyjamas etc. Make this your new bedtime and stick to it.

THE SCENT TO SLEEP™ RANGE THAT GAVE 88% OF WOMEN

a better night's sleep\*



We're very proud of our multi-award-winning Tranquillity™ blend, which was created with one aim – to help induce the Perfect Night's Sleep. And yes, it REALLY works – as evidenced by 88% of women who said they slept better when using it.\*

\*Neom 2015 Consumer Sleep Trials

-  
90%  
felt totally calm  
before sleep\*

Countless studies show that quality of sleep improves and stress levels decrease when inhaling lavender oil – and the unique Tranquillity™ fragrance uses a blend of the finest French and English lavender for optimal relaxation

After using  
the fragrance,  
**85% OF WOMEN**  
fell asleep more  
quickly than  
normal\*

2 years in the  
testing and  
perfecting – we  
ran over 200  
blend trials



A potent blend  
of 19 of the  
purest possible  
**ESSENTIAL OILS**



The Tranquillity™  
Perfect Night's Sleep  
Pillow Mist emits a  
sleepy scent for up to **12  
hours**, helping you sleep  
through the entire night



# ARE YOU COMMITTING THE 4 CARDINAL SLEEP SINS?

*"I don't have iPads or mobiles in the bedroom.  
I rely on an old fashioned alarm clock to wake  
up at 5am for work!"*

Lorraine Kelly

## ONE

### DO YOU TAKE YOUR PHONE UP TO BED WITH YOU?

A study published by BMC Neuroscience found that even our small electronic devices emit sufficient light to send the wrong 'cues' to the brain and promote wakefulness. In a 2011 study at Stanford University in the U.S., participants were exposed to pulses of light lasting a tiny two milliseconds each for an hour (mimicking quick glances down at incoming texts). This was found to promote alertness in the body and interfere with circadian rhythms (our 24 hour body clock).

## TWO

### Do you switch off at least one full hour before bedtime?

By turning off all light-emitting gadgets, the television, dimming the lights (or switching to candlelight, even better!) and reducing all stimulus, the photoreceptors in the retinas of your eyes, which sense light and dark, send the correct signals to the hypothalamus in the brain, releasing sleepy serotonin and tryptophan, which in turn encourages us to feel sleepy and relaxed.

## THREE

### Where do you (and your family) watch TV?

A 2013 study by consumer watchdog OfCom found that over 70% of teenagers had a television in their bedroom. Dr Vriend, who ran a study by the Dalhousie University in Canada, said that having televisions and games consoles in the bedroom is a problem. It sets up the brain to see the room as an entertainment zone rather than a quiet, sleepy environment. Adequate sleep leads to better emotional stability, more positive mood and improved attention, which are all likely to improve academic (or for adults, professional) success. Furthermore, when we sleep, what we learnt during the day gets consolidated, which is particularly important for children, but also applies to the way in which adults are able to problem solve and sort through the day's events.

## FOUR

### DO YOU WORK IN THE BEDROOM?

Separating your living and working spaces is a basic tenet of good sleep hygiene. The Sleep Council advise that the bedroom be used for nothing other than relaxed sleep routines, sleep itself and sex and Neom agree.

### Wifi Costs More than your Health

Of all the gadgets we run at home, our wireless routers are the most expensive – coming in at around £25 a year in energy usage when on standby (compared to a television which costs just £5 a year when on standby). Another reason to switch it off when you're winding down before bedtime!

## Tub Time The Science-backed Sleep Aid

Medical studies<sup>4</sup> have found that a soak in a hot bath is proven to relax and signal sleep. It does so because our body's temperature rises while in the bath and then drops rapidly when we get out. This mimics the natural drop in core body temperature of 1 to 2 degrees that happens each time we begin to fall asleep. To maximize on this sleepy science, soak in the tub for between 20 and 30 minutes, two hours before going to bed, recommends Joyce Walsleben, PhD, associate professor at New York University School of Medicine. "If you raise your temperature a degree or two with a bath, the steeper drop at bedtime is more likely to put you in a deep sleep."

### NEOM SLEEP INSIGHT

*"Make your bathroom a space of cleansing and detoxification as you prepare to meet the outside world in the morning; and a place where you wash away the remnants and any negativity of the hectic day before you go to bed. Choose luxuriously therapeutic scents which allow you to wind down and put the day behind you. Light candles for low level lighting, take a relaxing bath using*

**Scent to Sleep™ Tranquillity™ Bath & Shower Oil**  
*and breathe in the soothing lavender and jasmine, both renowned for their ability to induce sleep,"*

says Neom Sleep Expert, Anandi.

<sup>4</sup>[www.ncbi.nlm.nih.gov/pubmed/9322266](http://www.ncbi.nlm.nih.gov/pubmed/9322266)





*ESSENTIAL OILS  
PROVEN TO  
help you  
POWER DOWN  
&  
Switch off*



# TRANQUILLITY™

Tranquillity™ was one of the **first blends** created by Neom and one that took **two years of tests and trials** to produce the most desirable outcome

## *A PERFECT NIGHT'S SLEEP.*

Unlike so many other aromatherapy products on the market, we know that a blend's complexity, purity and concentration can elevate it from good to as effective as it can possibly be.

To achieve this, Tranquillity™ contains 19 of the purest possible essential oils, including:



*English Lavender*



*Jasmine*



*Fresh Basil*

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The lavender that Neom use is picked at high altitude and steam distilled – we only use this particular lavender because it gives the purest, most relaxing effect.

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A recent study published in the Journal of Biological Chemistry found that inhaling pure jasmine essential oil is so relaxing that it can actually rival the effect of a prescription sedative.<sup>5</sup>

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Studies have shown that basil soothes mental fatigue, while also mitigating stress. It's ideal at bedtime, as it supports the wind down process and allows the body to release tension.

<sup>5</sup> - Read the Smell of jasmine 'as calming as valium' article [Here](#) -

# HERE'S WHAT TO EAT TONIGHT

*to wake up feeling better tomorrow*

BY NEOM NUTRITION EXPERT, SAMANTHA PAGET



## COMPLEX CARBOHYDRATES & PROTEIN

Complex carbohydrates (such as oats, brown rice, quinoa, amaranth, teff, spelt, barley) all help deliver the amino acid tryptophan to the brain, which has a soporific effect. Protein also helps to build tryptophan – which is why the best bedtime snack is one that contains both a complex carbohydrate and protein, such as cereal with milk, peanut butter on toast or cheese and crackers.



## MAGNESIUM RICH FOODS

Increasing your magnesium intake has remarkable effects on sleep quality, as it plays an important role in the deactivation of adrenaline. Your best bet for food sources are green leafy vegetables, beans, lentils and peas, nuts, seeds and whole grains and other foods rich in fibre.

## LOTS OF LETTUCE

Remember how Peter Rabbit always fell asleep after eating Mr McGregor's lettuces? Not just the stuff of fairytales, lettuce contains a natural sedative called lactur carium which encourages deeper sleep. Include this in an evening meal – a crisp green side salad is a great addition if you have trouble sleeping.

## NEOM SLEEP INSIGHT

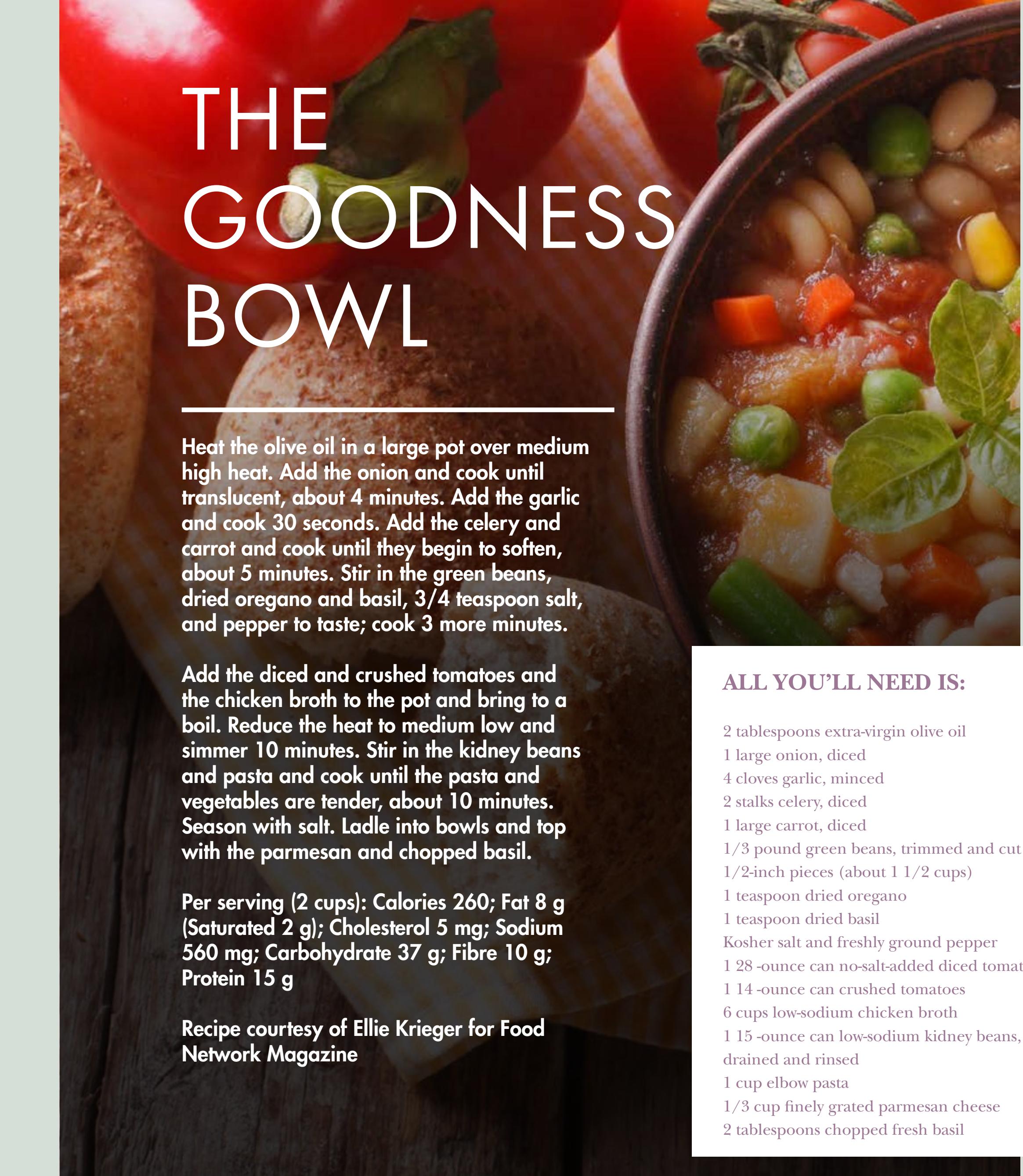
An interesting study found that dinner ought to be eaten no less than 3 hours before bedtime, to give the body the ideal time to digest and ready itself for sleep.

## MELISSA AND JASMINE HEMSLEY:

"There's nothing quite as dreamy as getting a good night's sleep! Don't eat too late in the evening and give yourself time to wind-down before you get your shut eye by turning off the laptop, lighting a lavender scented candle and listening to your favourite chill out music. You'll go to bed with a smile on your face, ready to relax and reset yourself for a great day ahead."



# THE GOODNESS BOWL



**Heat the olive oil in a large pot over medium high heat. Add the onion and cook until translucent, about 4 minutes. Add the garlic and cook 30 seconds. Add the celery and carrot and cook until they begin to soften, about 5 minutes. Stir in the green beans, dried oregano and basil, 3/4 teaspoon salt, and pepper to taste; cook 3 more minutes.**

**Add the diced and crushed tomatoes and the chicken broth to the pot and bring to a boil. Reduce the heat to medium low and simmer 10 minutes. Stir in the kidney beans and pasta and cook until the pasta and vegetables are tender, about 10 minutes. Season with salt. Ladle into bowls and top with the parmesan and chopped basil.**

**Per serving (2 cups): Calories 260; Fat 8 g (Saturated 2 g); Cholesterol 5 mg; Sodium 560 mg; Carbohydrate 37 g; Fibre 10 g; Protein 15 g**

**Recipe courtesy of Ellie Krieger for Food Network Magazine**

## ALL YOU'LL NEED IS:

2 tablespoons extra-virgin olive oil  
1 large onion, diced  
4 cloves garlic, minced  
2 stalks celery, diced  
1 large carrot, diced  
1/3 pound green beans, trimmed and cut into 1/2-inch pieces (about 1 1/2 cups)  
1 teaspoon dried oregano  
1 teaspoon dried basil  
Kosher salt and freshly ground pepper  
1 28 -ounce can no-salt-added diced tomatoes  
1 14 -ounce can crushed tomatoes  
6 cups low-sodium chicken broth  
1 15 -ounce can low-sodium kidney beans, drained and rinsed  
1 cup elbow pasta  
1/3 cup finely grated parmesan cheese  
2 tablespoons chopped fresh basil

# THE 2 POSES THAT WILL

## THE THORACIC STRETCH

BY NEOM PILATES EXPERT JULIA ROBERSON

*please note Julia is pregnant in these images*

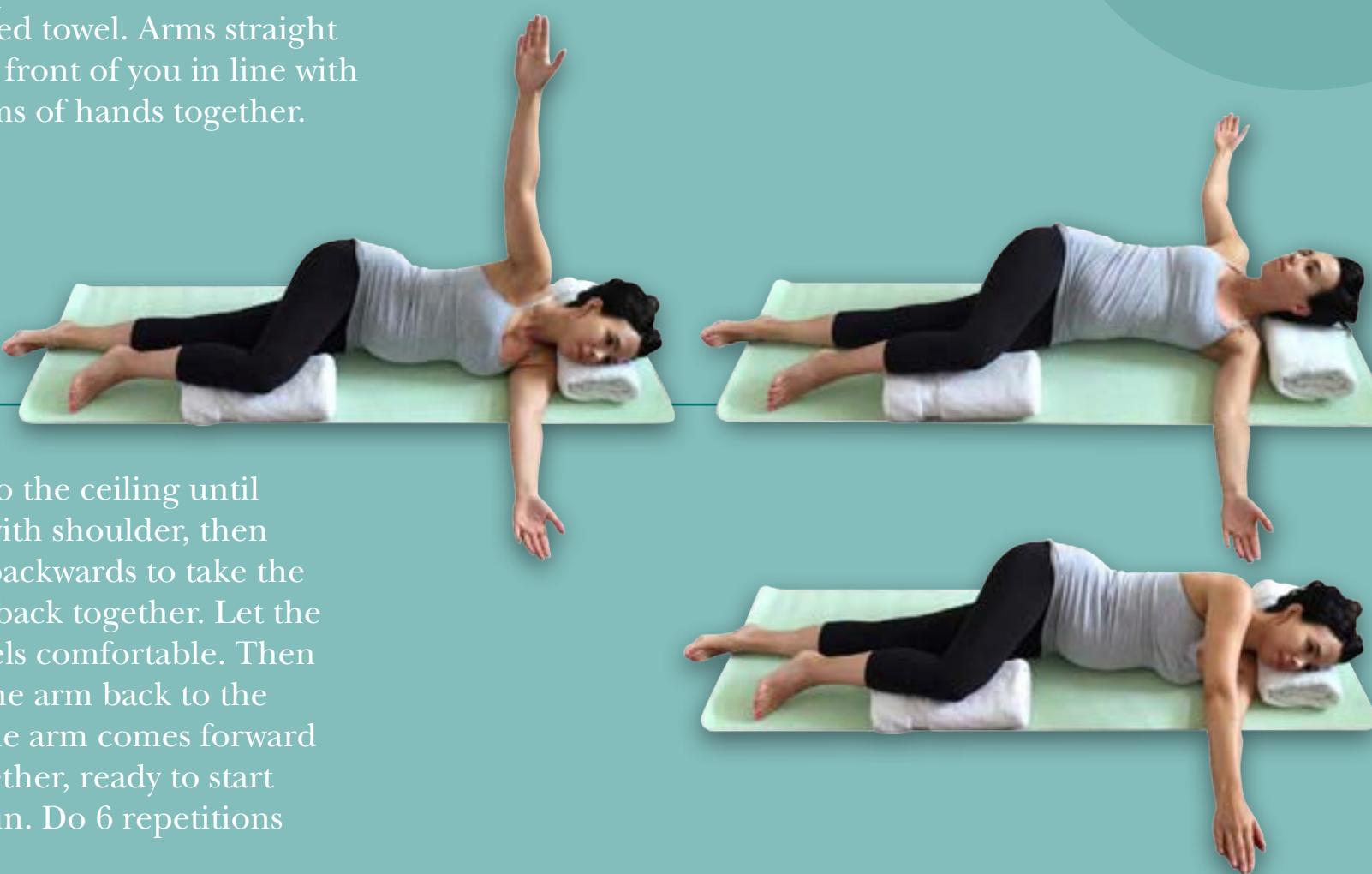
You'll need: 1 BATH TOWEL Rolled up to support the head & 1 BATH TOWEL folded to support the knee

### SET UP



Lying on your side on a firm but comfortable surface (*carpet or bath mat*) shoulders to hips in a straight line and head resting on the rolled up towel, top-knee bent forward and resting on the folded towel. Arms straight out on the floor in front of you in line with the shoulders, palms of hands together.

### MOVEMENT



Take the top arm to the ceiling until the arm is in line with shoulder, then let the ribs rotate backwards to take the arm and shoulder back together. Let the head follow if it feels comfortable. Then let the ribs bring the arm back to the ceiling and then the arm comes forward and palms are together, ready to start the movement again. Do 6 repetitions on each side.

### Tip

You can stay in the stretch position for a moment longer if comfortable, breathing out softly through the mouth to release the muscles a little more.

# PREPARE YOU *for sleep*

## THE CORPSE POSE & YOGA NIDRA

BY NEOM SLEEP EXPERT ANANDI

### THE MOST STUPENDOUS RELAXATION TECHNIQUE THERE IS.

Yoga Nidra is a state of conscious sleep. It also rejuvenates you mentally and physically and requires no physical effort at all – ideal if you're feeling burnt out or completely exhausted.

### TECHNIQUE

**A great beginner's technique is simply to guide your mind around each individual part of your body:**

The thumb, fingers (one by one), palm of the hand, then the wrist, forearm, elbow, upper arm, shoulder, right side of the back, hip, thigh, knee, leg, ankle, foot, great toe, other toes of the right foot. Then repeat on the other side of the body.

**You then move your consciousness to your breathing:**  
Consider the nostril, throat and navel.

**Now, move your consciousness towards your emotions:**  
You want to engage your imagination and exercise your mind. Thinking of pairs of opposites e.g. pain and

pleasure, sorrow and joy, emptiness and contentment, will allow you to engage with these emotions.

**Next, try visualisation:**  
Things in nature work well as they take you outside of your own body and location: try mountains, the ocean, a river, the moon and sun.

**Finish with sankalpa:**  
When one consciously tries to direct the unconscious mind into the manifestation of a life goal. The mind is so receptive now – prepared and ready to find ways to solve problems and steer you towards the things you need.

*"At the point of meaningful rest when sleep has not yet come and external wakefulness vanishes, at this point being is revealed."*

Vigyana Bhairava Tantra



# MY SUNSET *stress-release* TRICK

by Emma Mills, Neom Mindfulness Expert

**Every night without fail, I'll practice a short ten minute sequence of mindful breathing. It helps to clear my mind before bed and is brilliantly effective at shutting out all of that internal 'chatter.'**

**If you can sit outside, wrapped up warm in your most comfortable clothes, or inside, in a quiet room, with a view that takes in the sky, let your eyes take in the details of all the things around you and keep your breathing natural and unforced. In and out, in and out. Be aware of how it feels to have lungs filling with air and the whisper of breath that passes the lips with each exhalation.**

**Let each thought that occurs to you, just 'be'. Acknowledge and release and let the cycle of your thoughts move naturally, without any judgement from you.**

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## NEOM SLEEP INSIGHT

*from Emma Mills*

New research has shown a link between increased mindfulness and decreased levels of the stress hormone, cortisol – and, given that according to the World Health Organization, by 2020 the top 4 diseases will be stress-related, there's no better time to take up this healing practice.

### NEOM MINDFULNESS TIP:

If you are the sort of person who finds it hard to sit and do 'nothing', set yourself a timer for 10 minutes so that you're not tempted to look at a clock or be distracted by trying to work out the time.



## THE 5 MINUTE MIND-EMPTYING EXERCISE

Keep a journal next to your bed and summarise your thoughts and feelings on the day. Write down and let go of anything that didn't quite go to plan and commit to doing better the next day. Writing engages the left side of the brain, which frees up the creative, free-thinking right side – allowing it time to intuit, problem-solve and make peace with past events. So, journalling is a perfect way of preparing the mind for sleep, giving it an ideal stepping stone to filing away memories and thoughts that would otherwise get in the way of a good night's sleep.





CHAPTER 2

# Optimise your sleep

*"SLEEP IS THE  
BEST MEDITATION"*

DALAI LAMA



# THE REAL REASON YOU'RE ZZZ WAKING UP AT NIGHT... *and how to fix it*

## COULD IT BE STRESS?

**1** If you believe that stress is waking you up in the early hours, it may be that you are involved in a process called 'catastrophic thinking.' Does your mind leap ahead to the future and make up stories about what is going to happen? Do you lie in bed thinking, 'I must remember to do this' and do you worry that if you don't, or can't, that something terrible will happen? You are working yourself up, without even having woken up properly first.

**2** Now, try and change your 'story'. All the things you're thinking are just THOUGHTS. They are not FACTS. Try and come back into the present moment – see the night's sky through the curtains, feel yourself coming back to your body, breathing in and out and, if you find yourself flipping back to the anxious/sad story, name and recognize the feeling – *'this is worry.'* Or, *'this is sadness.'* Greet it like an old friend. Then say goodbye and go back to sleep.

**3** It's very, very liberating to learn to do this because you are taking control of your runaway, unconscious thoughts. You are becoming the narrator of your story, naming the feelings and taking yourself away from the thoughts that run away with you. You are now empowered and in control, and the story can only continue if you let it.

## NEOM SLEEP INSIGHT

A fantastic tip from one of our favourite psychologists and sleep experts, Richard Wiseman:

"If you regularly wake in the middle of the night, you might be experiencing a perfectly natural phenomenon known as 'segmented sleep', where people sleep in two long blocks, with a gap of roughly thirty minutes between them. However, if you lie awake for more than twenty minutes, get up and do something non-stimulating for a few minutes, such as working on a jigsaw."



## COULD IT BE YOUR DIET?

Traditional Chinese Medicine relates night waking, between 1 and 3am, to liver function. This is the time when this vital organ is busy processing toxins and expelling waste from the lymph. If you've eaten richer, fattier, salt and sugar-laden food and also had more caffeine and alcohol, it's likely that the liver is working harder than normal and, in the process, it heats up – and a rise in body temperature causes us to wake, feeling thirsty.

The best thing you can do to curb nightly waking due to thirst is to eat regularly spaced meals throughout the day, with a larger lunch and a lighter, earlier dinner; but don't forgo carbohydrates as slow release grains, such as oats, barley and spelt, have been shown to encourage sleepiness.

A sensible dinner that won't tax the liver could be steamed fish with quinoa, or spelt and vegetables, or a bowl of simple seasonal soup with a slice of wholemeal bread.



Try to eat dinner 3 hours before you get into bed and sip soothing and hydrating teas to top up your water levels (so, no caffeine) such as fennel, chamomile and rooibos.



## DEMYSTIFYING THE UNIQUE

# NEOM PERFECT NIGHT'S SLEEP PILLOW MIST



**1** Unlike many other linen sprays, the Neom Perfect Night's Sleep Pillow Mist does not contain any chemicals, stabilisers, petrochemicals or irritants. We use 100% organic alcohol too (the type you find in expensive organic perfumes, the safest and cleanest medium for scent that there is) – and suggest you spray a few inches above your sheets, duvet, blankets and/or pillowcases, before slipping between the sheets.

**2** A hybrid of our award-winning Scent to Sleep™ fragrance Tranquillity™, this blend has been packed with 25 times more chamomile oil than the original. Studies conclude this soporific essential oil works as a mild sedative due to its ability to calm nerves and reduce anxiety.

**3** There is 3 times more patchouli, which acts as an effective and potent relaxant. Plus the new formula includes a huge 48% of lavender oil, including 4 different, deeply relaxing varieties, as research into insomnia uncovers that lavender can improve sleep quality.

*no hype, just proven health benefits...*



# What Sleep Stage did you reach *last night?*

The Sleep Council has found that we spend a third of our lives sleeping and it is the quality of this third of our lives that plays the most crucial role in determining how full, successful and fulfilled the other two thirds of our lives will be.

**TO SLEEP WELL, THE BODY SHOULD CYCLE THROUGH 4 DISTINCT SLEEP STAGES.**



## NEOM SLEEP INSIGHT

Studies at the Stanford University Sleep Disorders Clinic and Research Laboratory found that when athletes increased sleep time (with a goal of 10 hours of sleep every night for five weeks), their athletic performance improved.

### Sleep Stage 1

Moving from consciousness into light sleep. You can be easily woken at this point and disturbed by light noise and changes in light. Research has shown that the average sleeper takes 7 minutes to drift off.

### Sleep Stage 2

The onset of sleep, when you begin to slip away and disengage from your surroundings. Your brain begins to produce very short periods of rapid, rhythmic brainwave activity known as Sleep Spindles. Breathing regulates and your body temperature drops. This stage lasts around 20 minutes.

### Sleep Stage 3

This is when sleep is at its deepest and most restorative (it's also when people tend to snore the most!). Many health-boosting things happen at this stage: your blood pressure drops, your muscles relax, your blood supply goes to your muscles to help restore the body's energy. During this stage, we also experience crucial tissue growth and repair. This stage lasts around 30 minutes.

### Sleep Stage 4

Also known as **REM**  
See *RIGHT* for more details



# Did you dream last night?

### WAIT – WHAT IS REM?

The fourth stage of sleep is called Rapid Eye Movement, or REM. An EEG monitor during REM shows that it is similar to wakefulness, while being very drowsy. Our bodies enter REM after cycling through stages 1, 2 and 3 – and REM is when we dream. So, if you wake up knowing you dreamed, you can also rest assured that you experienced REM sleep!

### WHY DO I NEED REM?

REM is when your brain processes everything it has received through the five senses. If you don't get enough REM, you will struggle to focus or concentrate, as the brain will not have had enough rest. Many sleep researchers also believe that REM helps us consolidate and make sense of our memories.

### HOW LONG IS REM?

To cycle from stage 1 of sleep to stage 4 (which is REM), takes around 90 minutes. The first REM cycle is the shortest – around 10 minutes. The successive REM stages get longer and longer, with the final REM stage close to an hour in length.



7.5HRS  
SLEEP

**NEOM SLEEP INSIGHT**  
An ideal night's sleep would involve 5 full cycles of sleep, adding up to 7.5 hours of sleep.



## YOUR SLEEP ENVIRONMENT

# checklist

**KAREN BRADY**

"I can't drift off without my silk pillowcase, it helps me get an amazing night's sleep."

## *all you need to create a cosy haven* CLEAR ALL CLUTTER

Bedrooms can become incidental storage rooms – but they should be a sacred space with wonderful smells and beautiful linen on the bed, making your bedroom an oasis of calm so that, as soon as you step through the door, you leave your stress behind you. And, if you have a TV or computer in your bedroom, evict them!



## CREATE A SANCTUARY

Taking pride in your bedroom and working to create a loving sanctuary will help your bedroom take care of you. Favourite bed linen, beautiful throws or quilts, soft comforting pillows, a posy of your favourite flowers, a beloved painting hung where you can always see it... All of these things add up to a room that you want to return to and look forward to winding down in.



## GET YOUR LIGHT RIGHT

The two hormones that regulate our sleep cycle are light-sensitive. The rising sun inhibits the release of serotonin and melatonin, waking us up naturally; while the evening drawing in causes the body's serotonin levels to rise and melatonin to be released to start the natural sleep cycle. Harsh strip lights, bright bulbs and the blue light from computers, phones and tablets will inhibit the natural sleep process. Warm, low level lighting using gorgeous candles will turn your surroundings into a soothing environment and a place of self-love and care.

## MATTRESS

Neom is a firm believer in investing in a decent mattress. You spend about 227,468 hours in your bed and, considering the fact that sleeping positions can affect sleep and the health of your back especially, it is an absolute must.

## SMELLS

Relaxing smells, like wonderful candles or home mists, also help the relaxation process. The sense of smell is very powerful in creating a state of mind. If you always have a relaxing candle lit in the evening in your bedroom, you will be amazed at how a whiff of the fragrance transports you back to your bedtime – and cues your brain to ready itself for sleep.

# THE DRUG-FREE SLEEPING PILL THAT REALLY WORKS

Neom Nutrition Expert, Samantha Paget, gives the lowdown on the natural supplement that's proven to boost the quality of your sleep.

**Magnesium** is a mineral found mostly in the bones. It helps to activate hundreds of enzymes and participates in many biochemical processes.

Magnesium is depleted in the body by alcohol and sugar. Your best natural sources include:

**GREEN LEAFY VEGETABLES, FIGS, LEMONS, APPLES AND RAW WHEATGERM.**

Taking a supplement can help to relax the muscles and body. Many people do not have optimal levels of magnesium in their bodies, as it's easily depleted with poor diet and stress – so it's good to test your levels through a blood test.

## NEOM SLEEP INSIGHT 2 natural dietary additions to push the body's snooze button

- 1 Calcium and magnesium work well together as a sleep aid, so look for combined supplements, or take at the same time (ideally after dinner).
- 2 The amino acid theanine (found in green tea) is relaxing and produces calming effects in the brain.



# HOW TO GET BACK TO SLEEP WITHOUT STRESS

*and no sheep counting necessary*

## BREATHE THROUGH IT *says Neom Sleep Expert, Anandi*

The very best breathing exercise to quiet the mind is the simple belly breath. The belly breath is not a forced breath – it is a breathing practice that is completely relaxed. The best way is just to put your hands on your belly. Do not try to do anything with your breath, just focus on your hands. The breath will follow your attention. Just try and relax, keeping your awareness in your hands (on your belly) and the breath will magically lengthen and deepen. Sleep will follow.

## USE THE PARADOX PRINCIPLE

Psychologist and author of Night School, Richard Wiseman, believes that telling yourself you're not allowed to go back to sleep will have the opposite effect. A classic case of tricking the brain into doing the opposite... worth a try!

## SPRITZ ON SLEEP

Spray Neom Perfect Night's Sleep Pillow Mist over your bed and slip beneath the covers knowing that each and every sleepy inhalation will be filled with fragrant oils known to encourage restfulness.



A photograph of a woman with long dark hair tied back, wearing a light green tank top and bright green shorts, stretching her right leg behind her on a grassy hillside. She is positioned in front of a large, bright sun that is partially obscured by a large green tree. The background shows rolling hills and a clear sky.

CHAPTER 3

# *Wake up & shine!*

ENERGY IS THE SINGLE  
*MOST POWERFUL FUEL*  
TO ACCOMPLISH  
ANYTHING IN LIFE

# GOOD morning

Get out of Bed. Brush Teeth. Clear Mental Clutter.  
If you want to start your day in the best possible way,  
you need to clear your mind and set your intentions.

## WHAT OUR EXPERTS SAY



**EMMA MILLS**  
Neom Mindfulness Expert

I wake up and have my meditation cued up. I sit up, on the floor against the side of the bed and do my meditation. Sometimes I sit and listen to my relax meditation CD, other times I just sit silently with myself. I always do this first – before a cup of coffee or glance at my phone. This way I start in my centre, collected, and not in a frantic rush.



**SUZY READING**  
Neom Psychology Expert

I start every day with 5 minutes of energising yoga. Then I have a meditative shower with Neom Great Day™ Body & Hand Wash – it's brilliant at helping me avoid negative ruminations. As the day dawns, I seek opportunities to connect with people, beauty and nature – maybe it's a quick sniff of a blooming garden rose, or a loving cuddle with a family member. On the way to work, I write down any nagging thoughts, or tasks, using a pen and paper. Then I put everything away, close my eyes and breathe.



## STRETCH THE MIND

*A 60 second move  
to boost brainpower.  
You can do it.*

If you wake up feeling listless, flat or tired, this wonderful yoga move will help shift the stagnant energy, bringing a lightness to the mind and a sense of power to your chest.

### - THE UPWARD FACING DOG WITH LION BREATH -

#### SIX SIMPLE STEPS TO BOOST BRAINPOWER

**One.** Start face down on your mat, stretch your legs back and place your palms in line with your waist, with elbows bent.

**Two.** Take a big breath OUT, press hands into the floor, lift your body up as you straighten your arms.

**Three.** Keep your bottom muscles relaxed and let the tops of your thighs lift away from the floor as you lean your head upward and tilt head back until you feel a comfortable stretch across your shoulders. This is Upward Dog.



**Four.** While in Upward Dog, take a big breath IN through the nose, then exhale through the mouth, making a decisive 'HA' sound. As you are breathing OUT, open your mouth as wide as you can and stick your tongue out as far as possible towards your chin to release all the tension of the jaw and head, firing you up with a sense of power for the day.

**Five.** Breathe IN again and let your face go back to a neutral position and expression.

**Six.** Breathe OUT and lower your body to the mat.

*Repeat this 5 times.*



# 3 BREAKFASTS

*to get you firing on all cylinders*



## KEFIR & RAW NUT ENERGY BOWL

Mix together two handfuls of raw mixed nuts and seeds

Then, add the following:

- 2 tsp bee pollen
- 1 cup of kefir
- 1 shot of antioxidant-boosting CherryActive

Finally, mix together and eat as part of a healthy and balanced daily intake.



## CACAO & BLUEBERRY BOOSTER

- 1/2 frozen banana
- 1/2 cup frozen blueberries
- 2 tbsp plain natural yoghurt
- 1 tbsp maca
- 1 tbsp cacao
- 1 spoonful of protein powder like this one.

Then pour unsweetened almond milk over the mixture to cover. Blend together and enjoy!

## HOT VEG & SALMON SCRAMBLE

**Finely chop:**

- 4 stalks of fine asparagus
- 3 stalks of broccoli
- 1 handful of spinach

and cook gently in 1 tbsp of ghee (clarified butter).

Add in 2 eggs, a few pieces of smoked salmon and crumbled feta cheese.

Scramble all together and serve.



# THE REAL REASONS YOU RUN OUT OF ENERGY BY 4PM



1  
*Poor air quality*

2  
*Lack of inspiration*

3  
*Too much haste,  
not enough care*

4  
*Post-Sugar Slump*

## One

"To help avoid that energy slump at 4pm I recommend getting outside for some *real* fresh air. So often we are in air-conditioned offices with recycled air – so, that energy slump is almost inevitable!"

*By taking a walk outside you can give your mind a break, get some fresh air into the lungs and get the circulation flowing more evenly around the body.*

Try to find somewhere with some greenery, even if it's just a small square in the middle of London... Often, anyone who runs will know where the best wide-open, green spaces are, so ask around!"

KELLY MORGAN  
*Neom Fitness for Fun Expert*

## TWO

"THE MOST IMPORTANT THING IS TO RECOGNISE THE DIFFERENCE BETWEEN BEING ACTUALLY PHYSICALLY TIRED, AND JUST BORED, FED UP, MISALIGNED, UNINSPIRED OR DEHYDRATED.

If feeling bored, uninspired, tired or fed up – take twenty minutes to sit at your desk with headphones and listen to your favourite music – the kind that energises you. Don't will yourself to change or be more energised (don't resist, that's draining). Just relax, sit and listen and give yourself twenty minutes to be just with yourself."

EMMA MILLS  
*Neom Mindfulness Expert*

## FOUR

## Three

"Engage in a regular self-care routine – one that sustains you throughout your day and gives you the best chance to flourish, in mind and body.

This is not just something we should turn to when we are feeling stressed or tired – it needs to be a regular part of life. It is less about managing your time and more about *managing your energy*, giving yourself permission to nourish your mind and body and making self-care an *active priority* in daily life.

In this sense, it does require a whole new mindset but the great thing is that you can achieve it with just a few minor tweaks e.g. setting a positive goal, to help give a feeling of accomplishment, or a positive social connection – go out with a work friend for lunch and blow off some steam!"

SUZY READING  
*Neom Psychology Expert*

"The best way to avoid the energy slump at 4pm is to avoid simple carbohydrates as, although these are broken down very quickly into usable energy which sends your blood sugar up quickly, you are more likely to experience an energy slump soon after as the blood sugar levels come crashing down.

*Choose protein-based snacks such as some raw mixed nuts and seeds with a piece of fruit or yoghurt, or some hummus with crudités.*

It is best to approach all your meals like this choosing protein with vegetables and a small amount of complex carbs if you wish (sweet potato, brown rice, quinoa, etc.) to keep energy levels steady throughout the day."

SAMANTHA PAGET  
*Neom Nutrition Expert*

# WHAT TO DO BEFORE YOU GET OUT OF BED?

*your wake-up call*

## WAKE UP WITH AMBIENT LIGHT

- 1 Numerous studies have shown that we wake up happier with the light from the gradually rising sun. For those of us who have to be up and out before the sun is up, the Phillips Wake-Up Light has been proven to wake up 92% of the testers pleasantly and in a way that enables them to get out of bed more easily ([Phillips.com](http://Phillips.com)).



## SPRAY YOUR ENERGY

- 4 Handpicked Sicilian lemons and crisp, verdant basil conjure up the natural energy of Italian citrus groves – kept on the bedside table, a spritz of the Energy Boosting Home Mist will not only coax you out of bed, it will help you rise and shine, with a spring in your step.



## SET YOUR INTENTIONS

2

What one thing would you like to FEEL today? And HOW would you like to feel at day's end? Now, visualise these things happening as you'd like them to. Let your mind create the picture, see how you look, feel and respond. Now, go live it.



## TAKE A DEEP MORNING BREATH

3

Before you sit up, open your eyes, recognize the new day and take a deep belly breath in. Exhale. Again. Now you have oxygenated your body and mind before you've even gotten up – good work!



## Neom Energy Insight...

Feel Refreshed™ is a really complex blend of 24 of the purest possible essential oils including Sicilian lemon and basil, all chosen to stimulate a tired and busy mind and to encourage clear thinking. We handpick our lemons in Sicilian groves, one by one – it preserves the integrity of the skin and we then cold-press them. This process damages the lemons as little as possible, harnessing the full citrus burst in the skin for our products.

We also source the best basil from Israel, picking it in the morning after the dew has dried, but before the sun's heat dissipates – it creates an unsurpassed essential oil for fighting fatigue.



# POWER SHOWER

**Extra Energy Tip** Carry this upbeat energy into your working day with the Feel Refreshed™ Scented Travel Candle – burn as you work and continue to breathe in the invigorating lemon and fresh basil scent, proven to aid concentration and ward off mental fatigue.



## THE 5-MINUTE RITUAL TO BOOST ENERGY LEVELS

5

### MINUTES TO GO

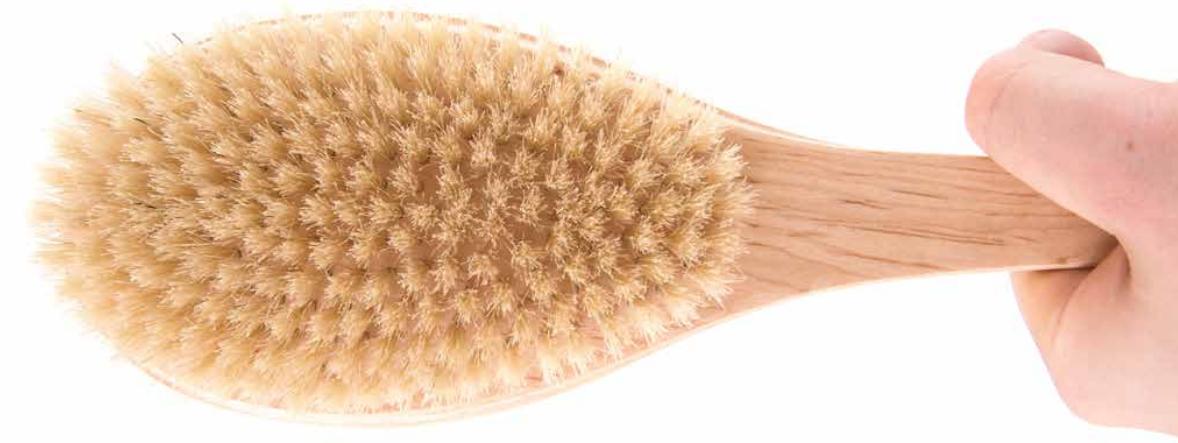
Switch your bedroom and bathroom into energizing mode with a generous spritz of Energy Boosting Home Mist and start the day with an energy boosting playlist.



4

### MINUTES TO GO

Strip off and boost your body's circulation with a vigorous dry body brushing session. Always start at the soles of the feet and brush in long sweeping strokes, towards the heart. From soles, to tops of feet, shins, thighs, round to bottom, lower back, stomach, waist, up to chest and upper back, across shoulders (brushing down towards heart now), down both arms and end with the fronts of the hands.



2

### MINUTES TO GO

Hop into the shower with Neom Burst of Energy™ Body & Hand Wash. Remind yourself to keep breathing in the energising scent as you lather up, massage and rinse away the moisturising suds.



1

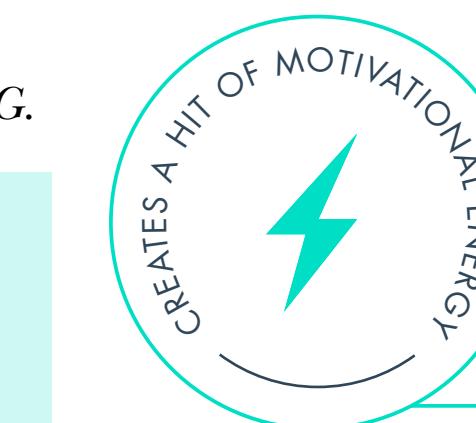
### MINUTE TO GO

Dry off and moisturise with the Burst of Energy™ Body & Hand Lotion – use fast, sweeping massage movements to boost circulation, get the blood pumping and boost the amount of oxygen flowing to the brain.

# MY MORNING routine

## ENERGY IN YOUR POCKET

### MEET YOUR ON THE GO ESSENTIALS



The Neom Essential Energy Boosting Kit has been specially formulated to create a hit of motivational energy and is made with our 100% natural Neom Burst of Energy™ and Neom Feel Refreshed™ fragrances.



It contains the highest possible percentage of the purest possible essential oils, which not only smell wonderful but have true therapeutic benefits for the mind and body, helping to transform the way you feel.



All our products are 100% natural, ethically sourced and finely crafted in Britain from sustainable origins with absolutely no artificial ingredients.

## DIRECTIONS

- 1 Spritz a cushion or fabric behind your head with the Neom Energy Boosting Home Mist.
- 2 Apply the Neom Intensive Energy Boosting Treatment on the pulse points of your wrists, temples and behind your ears.
- 3 Spritz the Neom Energy Boosting On The Go Mist above you creating a cloud and, at the same time, breathe in through your nose for 7 seconds and out through your mouth slowly for 11 seconds. Feel the sense of pure natural energy inspire you. Repeat and enjoy as often as required.



CHAPTER 4

# Sleep Inspiration

PRIORITISING  
*GOOD SLEEP IS GOOD  
SELF-CARE*

# THE ULTIMATE *Night's Sleeps* WITH NEOM



HAVE YOU TRIED IT? TELL US ABOUT YOUR PERFECT NIGHT'S SLEEP WITH NEOM

#NEOMSLEEP



**NICOLA**

Neom Organics London Founder

Perfect Night's Sleep Pillow Mist – Whether I'm home or away, I always, always have this with me. The new formulation is even more sleep-inducing and, as soon as I spray it, my mind seems to know it's going to unwind and sleep well!



**NICKI**

PR Executive

The Sleep Cycle App – I'm obsessed with using this every night, the alarm is great for waking you up when you're in your lightest sleep stage as well.



**AMY**

Finance Team

Yoga – I have a bad back that keeps me awake and practising Yoga really helps release the tension, especially Child's Pose as it's one of the more restful, anxiety-busting moves!



**MEGAN**

Marketing Executive

Fresh bed sheets – Lovely fresh linen and newly washed bedding works wonders for my sleep.

## SLEEPER HIT

*what really helps Team  
Neom sleep well?*



**SARAH**

Sales & Customer Service

I massage my chest and arms with Intense Night Repair Face, Body & Hair oil and put on my fluffy dressing gown before jumping into bed with a nice cup of rooibos tea.



**KATE**

Business Development Manager

Neom Organics London  
Tranquillity™ Bath Foam – Nothing helps me relax and prepare for a good night's sleep more than a long bath using this study-backed scent.

# YOUR PERSONAL SLEEP QUIZ, BY NEOM SLEEP EXPERT, ANANDI

Help discover your weaknesses by answering the following questions and noting down whether they're an A, B or C.

Question:

Answer:

	A	B	C
What time do you go to bed?	9-10pm	10-11pm	11-12pm
How many hours sleep do you get on average?	7-8	6	5
Do you rely on the snooze button to get you up?	Not really	Sometimes	Always
Are you on the internet in the evenings between...?	Never after 7pm	7-9pm	9-11pm
How cluttered is your bedroom?	Not at all	A bit	Very cluttered
What time do you eat in the evening?	6-7pm	7-8pm	8-9pm
Do you drink alcohol in the evening?	Once in a while	Regularly	Every night
Is yoga, meditation or breathing exercises part of your daily routine?	Yes daily	1-2 per week	Rarely
Do you create a nice bedroom space for yourself (candles, flowers, soothing music) often?	Regularly	Now and then	Never
Would you say that your breathing is...?	Long and relaxed	Shallow	Not noticed

If mostly As, that's great, your sleep hygiene and patterns are very healthy.

If mostly Bs, there's certainly room for improvement. Take the time to read back on our wonderful relaxation techniques, evaluate your diet, check over your sleep routine and ensure your sleep hygiene is on track. Soon enough, you'll feel the benefits.

And if mostly Cs, you really need to consider making over your entire bedtime – so you're in the right place. Make the time to sit down with this book and make a checklist of things you could start trying immediately, within a week, and before the end of the month. Setting yourself achievable daily goals will keep you motivated – just think, in 30 days' time, you could be so much closer to that perfect night's sleep.

## LIKED THIS?

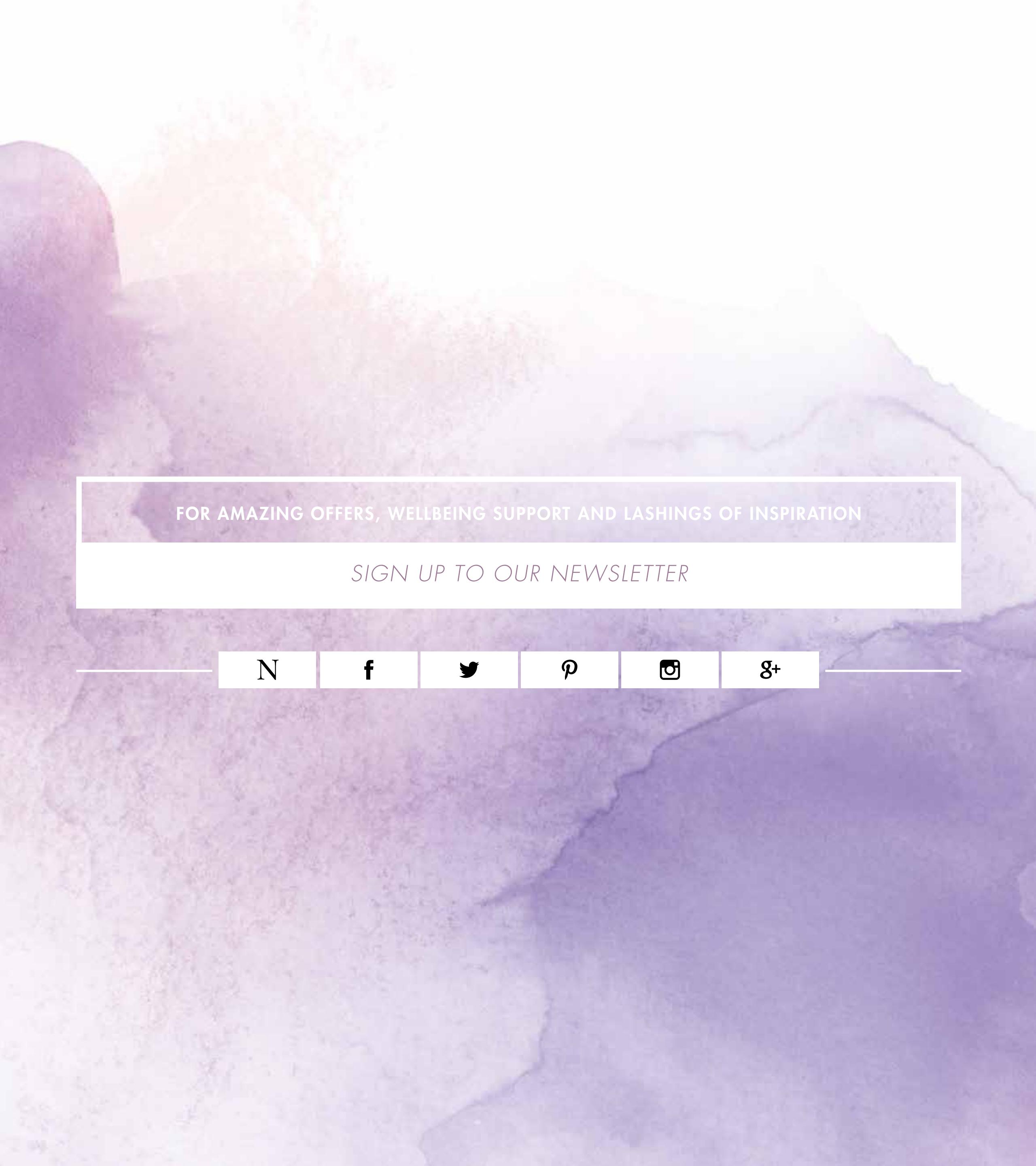
THEN YOU'LL PROBABLY ENJOY YOUR  
COMPLIMENTARY NEOM  
WELLBEING MAGAZINE TOO

*Helping you to aid sleep, boost energy, relieve stress,  
calm & relax, or lift your mood.*

READ THIS MONTH'S EDITION



[www.neomorganics.com/wellbeing](http://www.neomorganics.com/wellbeing)



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