**Avatar Deep Dive**

****

The purpose of conducting an Avatar Deep Dive is to understand our ideal customer better than they understand themselves. By gaining this deep insight, we create a powerful advantage over the market, allowing us to craft highly personalized ads, landing pages, and offers that speak directly to their emotions, pain points, and desires.

**# AVATAR NAME:** " Restless Leg Syndrome Sufferer"

* **Avatar Explanation:**
* **Person who suffers from restless leg syndrome and has bad sleep as a result**
* **Age: 40+**
* **Gender: Male + Female**
* **Pain Points:**

- I am absolutely exhausted during the day

- I am a young man and i’ve been suffering from restless legs from atleast when i was 13 years old till now, but it has gotten way worse during those years, now it’s literally to the point that i can’t sleep bc my restless legs until my body literally shuts down by itself bc of the tiredness

- I kick my gf all the time, I’m constantly trying to “ tuck” my legs because the only thing that helps is having weight on my legs.

- When i was pregnant i had really bad RLS for a few months that used to keep me up all night.

- Now I'm like you who manages to get 2-3 hours of sleep a night. I can't continue like this for much longer.

- Mine starts gradually when I lie down and gets worse from there

- Roll forward 30 years. RLS became much worse in my 40s. Going to work was very hard.

* **Day-to-Day Struggles:**
* I also move my legs around a lot in my sleep, to the point where my boyfriend of 5 years will not sleep with me because I kick him
* I fall asleep all the time watching television, reading a book, sitting on the couch… you name it.
* Separate beds... Separate rooms even. I have RSL too and am a light sleeper & my husband snores.
* Separate beds. Neither of us would ever sleep if we shared a bed.
* I can only share a bed with my spouse if I'm not in a flare up, or I take a sedative
* I couldn't manage to [sit at my desk for 7 hours a day](https://restlesslegssyndrome.sleep-disorders.net/living/workplace-coping). I was always finding a reason to get up and walkabout, leading the management to think I was wasting time
* “interfere with sleep and even daytime functioning and quality of life,
* **Victories:**
* If you can afford to save up for a $200-$250 vibrate clave/foot massager has been my life savior. It’s squeezes, shakes, and has heat! I can put it in a billion position too! - <https://www.amazon.com/dp/B09JX3PQ5J?ref=cm_sw_r_cso_cp_apin_dp_ZCW14ACJ9Q6TZK09HMWK&ref_=cm_sw_r_cso_cp_apin_dp_ZCW14ACJ9Q6TZK09HMWK&social_share=cm_sw_r_cso_cp_apin_dp_ZCW14ACJ9Q6TZK09HMWK&starsLeft=1&th=1>
* I talk apignine for sleep. No issues for 4 years now. It's a supplement.
* Tart cherry juice works as a natural source of melatonin without the side effects of melatonin. Magnesium.
* I take taurine, glycine and magnesium. Not a silver bullet, but in addition to working with my iron levels, I think my RLS is better. Ymmv.
* As soon as you feel it coming, massage with 3-6 sprays of magnesium oil.
* Useful supplements: Potassium -Magnesium -Iron -Vitamin D
* Spray 5-6 sprays of magnesium oil onto your belly/chest and rub it in a bit every night. Absorbs better. Massage the feet or legs, try a foot bath with epsom salts in it. Good luck.
* Heating pads but take the covers off and wrap around legs with the highest heat you can tolerate. Swear by this been doing it since I was 14 but also have slowly figured out my triggers and eliminated them.
* My legs get so restless and I get such bad pins and needle pain, electrical pain in my legs.  Sometimes I ask my husband to sit on my legs for a few mins to get Compression and it helps.  They sell Compression products on Amazon.  The socks never help but the squeezing massage Compression wear helps.
* Citrulline Malate as that is actually a pretty solid dose. It is very powerful for circulation (can produce poor man’s viagra effects) People with RLS are known to have poor circulation and thus this could be the factor.
* My full body RLS has been held at bay for years by a combo of L-Tyrosine, a few other brain-related supplements, and Dopa Mucuna.
* Rested Legs: Valerian Root, Chamomile, Magnesium Aspartate, Ferrous Sulfate, Vitamin B9 (Folic Acid), Potassium Chloride
* I have had some relief of symptoms from Chinese herbs formulated by my acupuncturist
* <https://www.amazon.com/Neuropathy-Benfotiamine-Strength-Vitamins-Capsules/dp/B0F1YJJ9W6/ref=sr_1_3?dib=eyJ2IjoiMSJ9.oe3gsNExl1cfVxVViBJDEGAxNVAMF01BFdzhvShymelAaMzQUz_Up_tFzHvZ5pgx8qjrv-CEWWlmnMXzWo09_8V10sCGEr_zNbfY3T9685aec_PiWUpxOTH7RMmzXkCaMBxIn-83iWpsjbTRT3Tjp6vyo2UQdynWEn3Aht9dQc74PTc-tQNUPefzBeWkIlaZ.kPDGaODEXeJEfGAm_btmKVnnUp-NmqqqZlwzCM5mYKQ&dib_tag=se&keywords=Topffy+Neuropathy&qid=1747717612&sr=8-3>
* I was prescribed Sorbolene Lotion for my lower legs for dry skin - had very bad dry skin that was basically permanent. Anyway, I found that my restless legs disappeared after applying the cream. Its essentially just a moisturiser - says it has glycerine and vitamen 3 in it. I was applying it to my lower legs and feet every morning. I don't rub it it, just smear it on. The white cream disappears in a few minutes and I probably rub some into the floor as I walk. I stopped applying it every morning for a period and my restless legs came back! So I will restart it. Hope its a solution for someone else. Its a god-send for me.
* Only relief is her pills, she takes pramapexol sometimes twice a day, but definitely a few hours before bed. Tonight she forgot the nite time one and was bouncing around the house.
* We decided to try a tens machine we got long ago for back pain, it really helped until the pills could kick in
* [**Successful treatment of restless leg syndrome with the traditional herbal medicines Dangguijakyak-san and Shihogyeji-tang - A case report**](http://bb.rls.org/viewtopic.php?p=106230#p106230)

* **Failures:**
* Both melatonin and Remeron can "cause" RLS
* I only used the sleep meds for a week or two, never stuck with them because they didn’t really work. They got me to fall asleep fine but I never stayed asleep.
* Symptoms are often very difficult for patients to articulate, as there are usually no words to adequately describe the uncomfortable leg sensations that often result in the diagnosis being missed or delayed for many years.
* Misdiagnosed as sleep apnea
* Most cases of RLS supercede any sleep aid, anything with diphenhydramine in it (the ingredient in Benedryl) will make it worse
* **Goals:**
* **Beliefs:**
* **Believe in** Neurologist
* Sleep Medicine practice
* **Desires:**
* **Be able to sleep thorugh the night without pain**
* **Be able to sleep in same bed as partner**
* **Not feel tired during the day**
* **Objections:**
* **Level of Awareness:**
* **Some know they have it, but some will be unaware.**

**Other quotes**

* “It’s described as a crawling sensation in the muscles and a restlessness. It’s not a cramp. It’s not a pain. It’s a sensation that you need to stretch or move or get up and walk around,”
* “usually happens before you sleep, usually later in the day or in the evening,

## **No test for diagnosis -** It is under- or misdiagnosed