



Natural Relaxation and Sleep Drink

MEDIA RELEASE – FOR IMMEDIATE RELEASE

Chillax: the pick of the bunch for a sound sleep

As recommended by adolescent child psychologist Dr Michael Carr Gregg



The increasing pressures of modern life, the ubiquity of technology, longer working hours and more international travel means a refreshing slumber often eludes many of us.

A vicious cycle of sleeping pills, chased by highly-caffeinated mornings, is not the answer!

Less sleep not only makes our working day much harder, it can also have dire implications on our health. When we're sleep-deprived, we naturally crave foods high in sugar and calories – because our bodies need more energy. It's not surprising then, that several studies are showing a correlation between sleeplessness and obesity.

Chillax is a great tasty, all-natural, relaxation and sleep drink made from Montmorency tart cherry juice and Lactium – ingredients clinically-proven to support relaxation and a deeper sleep.

Montmorency tart cherries contain significant quantities of natural Melatonin – the same hormone produced within the human body that regulates our circadian rhythm – the “internal body clock” that affects sleep and wake cycles.

Lactium® has been clinically-proven to help reduce and regulate stress symptoms including mood swings, physical pains, tension, digestion, sleep, memory and concentration.

Chillax® is all natural, with no artificial colours, flavours, or preservatives, so one will not experience the next-morning “hangover” one does with sleeping pills.

Supporting research

A recent study at Northumbria University in the UK found that drinking tart cherry juice concentrate markedly improved both the quality and duration of sleep.

Headed by Dr Glyn Howatson, School of Life Sciences, the study involved 20 healthy volunteers, who each drank a 30ml serving of either tart cherry juice concentrate or a placebo juice twice a day for seven days.

Participants wore an actigraphy watch sensor which monitored their sleep and wake cycles and kept a diary on their sleeping patterns. Those who consumed the tart cherry juice concentrate sleep around 25 minutes longer

and had a 5-6 per cent increase in their “sleep efficiency” – an internationally-recognised measure of sleep quality.

Dr Howatson said the study supported the notion that consuming tart Montmorency cherry juice concentrate increases circulating melatonin in the body and helps improve sleep patterns.

Lactium® was developed after newborn children were observed to become blissful and calm after ingesting milk. Rigorous scientific studies undertaken by Ingredia Nutritional scientists, together with various research institutes, on humans over a 12-year period, established proof of Lactium®’s effectiveness (at a dose of 150mg per day) in reducing and regulating main side effects of stress: mood swings, physical pains, tension, digestion, sleep, memory and concentration.

Chillax® is brought to you by Vitality Brands Worldwide – Good for you, good for our planet.

For further information please contact Vitality Brands on 1800 986 170

www.vitalitybrands.com/chillax

ENDS

For media enquiries, please contact Vitality Brands Communications Manager Bianca Mangion: Phone: +61 3 9861 7024 Email: bm@vitalitybrands.com.

