

Stress and Sleep Among Consumers

Connecting the dots towards product innovation



Zylaria™

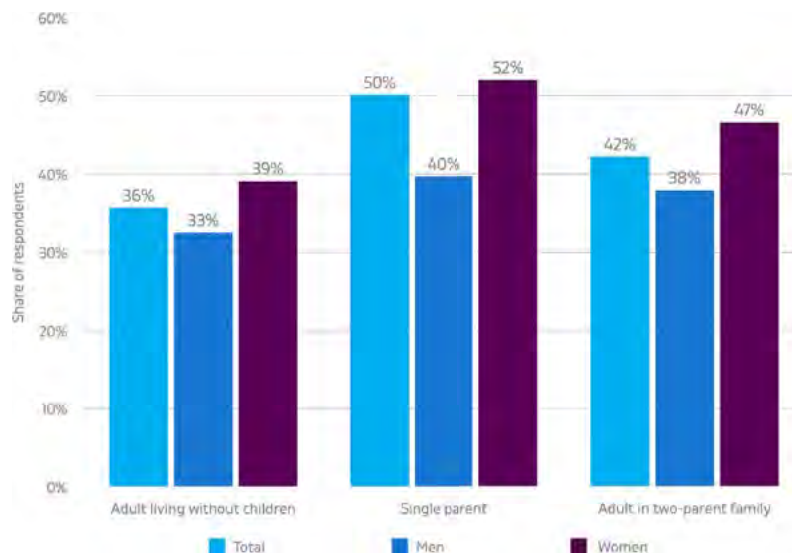
The Current State of Stress Among Consumers

The pandemic has been quite challenging for all of us mentally, physically, and emotionally. It can be so difficult to sleep deeply when there is an enormous risk that a person could catch a deadly virus simply by going to the grocery store or forgetting to use hand sanitizer after doing errands. With time, things will get better, but at the present moment in certain regions stress and anxiety have taken quite the toll on the general population.

In this day and age, many of us are stressed to the max. We run from one task to another, often feeling like we can barely keep up with all of our responsibilities. Furthermore, a lot of people are extremely stressed out about finances, relationships, and various other issues. To make matters worse, insomnia is prevalent in society today, and it can be difficult to get that well-deserved rest we all crave and deserve.

Furthemore, the amount of adults waking up not feeling well rested isn't anything new.

U.S. ADULTS WHO WOKE UP NOT FEELING RESTED (2013-2014)



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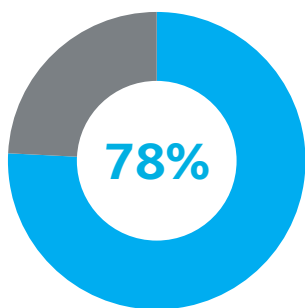


Nutraceuticals

Pharmaceuticals are quite common forms of prescriptions for a wide variety of challenges. The unfortunate truth is that these products can often lead to unwanted side effects for consumers. For this reason, many consumers are seeking out natural alternatives, which is where nutraceuticals come in. These supplements are derived from plants or fungi — the elements of earth, and they provide both medicinal and nutritional benefits.

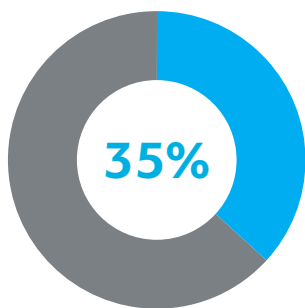
Many consumers these days are turning to different types of functional mushrooms that offer them deep relaxation and are a more natural alternative to regular sleeping pills. This is likely due to a combination of factors, such as an increase in stress surrounding the pandemic, and a greater awareness of, and connection to what we put in our bodies.

Breaking Down the Numbers



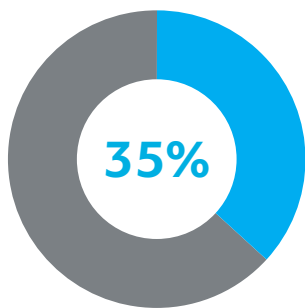
78% of adults say the pandemic is a source of stress.

It has been a long road, and, for some, the vaccines are causing further stress because they are uncertain of the side effects they may experience.



35% of adults living in the US get less than 7 hours of sleep.

Why does this matter? The National Sleep Foundation recommends at least 7 hours for the vast majority of people, and not getting this deeply needed rest can be extremely detrimental to human health.

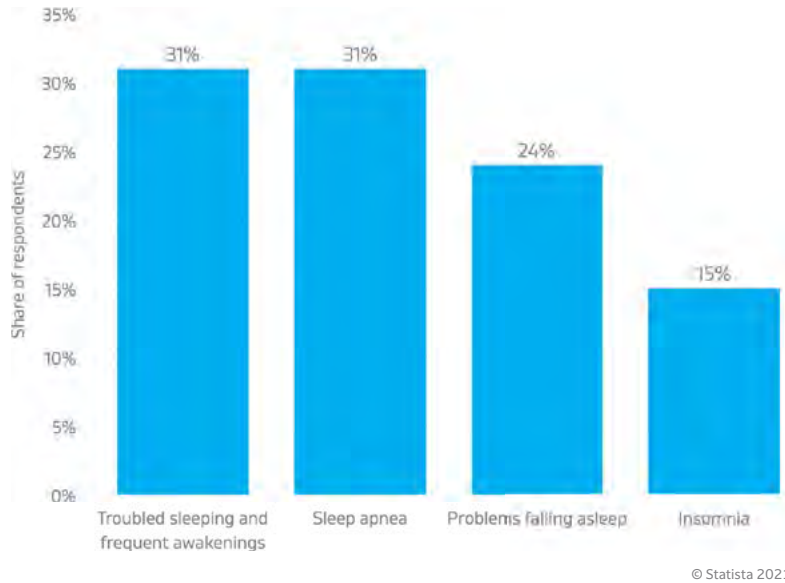


There has been a 35% year-on-year increase in the sales of supplements related to stress management, mood, and sleep.

This shows that the market is ripe for anything related to sleep, mood, and general relaxation, particularly if it's a supplement that has few to no side effects: It's understandable that consumers are searching for something that is good for their health in the short-term and in the long-term.

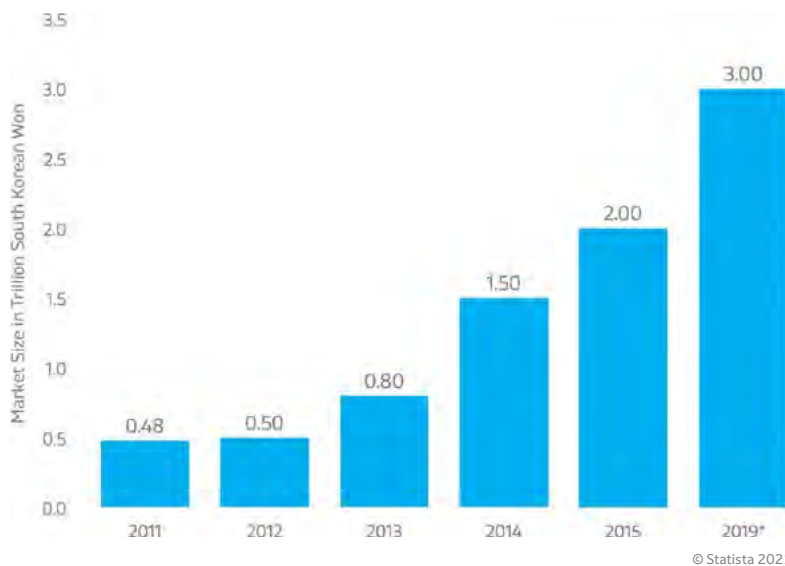
We can look around the world at some of the staggering numbers in how sleep is affected.

MOST COMMON SLEEP DISORDERS IN ITALY, 2018



For instance, in Korea the market size of the sleep industry has been skyrocketing in recent years.

MARKET SIZE OF SLEEP INDUSTRY IN KOREA FROM 2011 TO 2019



Growth Opportunity

If you want to boost your revenue as a wellness company, providing natural sleep formulas might just be the ideal strategy: The sales of these products totaled almost \$400M USD from January through July in 2020! Before that, sales were around \$290M USD per year, so there has been an enormous increase in demand.

Natural sleep products generated almost 400 million USD in 2020.

The Importance of Sleep

Many consumers struggle to get enough sleep after a long day at work. It can be difficult to unwind from seemingly having a million things to do and rushing around all day. Fortunately, there are certain relaxation rituals that can help consumers, including hot Epsom salts bath, short meditations, and breathing exercises, but sometimes even these practices don't help a person unwind. Everyone is unique and different in their needs.

Sadly, losing sleep can lead to a whole host of issues, including weight gain, an increased risk for depression and anxiety, and, of course, a touch of moodiness in the morning and a decrease in energy throughout the day. Conventional sleeping pills can help in the short-term, but more and more consumers are searching for a product that is not addictive and will still get the job done.

Losing sleep can lead to depression, anxiety, mood swings, and even weight gain.



What Happens When You Don't Get Enough Sleep?

In the United States, for example, it seems that working oneself to the bone is often glamorized, and sometimes it even feels encouraged. While this work ethic is extremely admirable, and can lead to great success in many areas of life, this sort of thinking can sometimes be detrimental when it comes to sleep. Not getting enough sleep can cause many issues that could stop someone from having the ability to be as productive as they once were.



SICKNESS

It's especially important for our bodies to be resilient during these times. If someone is not getting enough quality sleep, that person could end up taking quite a few sick days and needing a lot of time off.



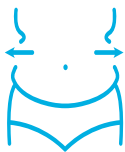
HEART HEALTH

Not getting enough sleep can be bad for your heart. People might be at higher risk when it comes to having a stroke or developing coronary heart disease.



MENTAL FOGGINESS

Not getting enough sleep can lead to all-around fogginess, and a decrease in alertness. People who are sleep-deprived may also have trouble remembering things and engaging in problem-solving activities.



WEIGHT GAIN

Interestingly, people who sleep less than 5 hours per night were more likely to gain weight, and eventually become obese, than others.

The Challenges of Stress, Anxiety, and Insomnia

Stress can rear its ugly head in a variety of situations, whether someone is just starting their day at work or they're trying to get to sleep and can't seem to relax. During the pandemic, a lot of people are terrified of how many people will die, and they are determined to keep themselves and their loved ones safe from harm, no matter what that takes.

With the constant news cycle, as well as the new anxieties and hesitations people are experiencing surrounding the COVID-19 vaccines and the additional variants that are emerging, not to mention the financial stresses of such times, people are becoming increasingly grateful for natural sleep aids.

Why Do Consumers Want Sleep Support?

Sometimes, a nice, Epsom salts bath can help someone calm down. Other times, it may not. It's important to take a natural sleep aid when someone is struggling with sleep, so that they can wake up feeling rejuvenated and full of energy.

IT'S IMPORTANT FOR CONSUMERS TO BUY NATURAL SLEEP AIDS WITHOUT SO MANY SIDE EFFECTS

Some natural sleep aids have nasty side effects that consumers would rather avoid. Zylaria™ prompts the amino acid GABA and doesn't cause grogginess the next day, so it's an ideal ingredient for brands that want to help consumers support the quality of their sleep and has to hit the ground running the next morning: It's relaxing but not numbing.

Many people are turning to adaptogens, such as herbs or various types of mushrooms, in order to relax their bodies and their minds. It looks as though the demand for these products is only going to increase.

Zylaria™ is in the family of Xylaria (specifically, *Xylaria nigripes*), which has actually been utilized in Chinese medicine for centuries! It's present among the termites underground and provides the primary source of nutrients. Believe it or not, these fungi also boast a lot of benefits for humans!

How Can You Position Yourself For Success as a Company?

As a company, it's important to ensure that your branding is on point: You'll want to make sure that you market your products to the audience you're targeting: Emphasize that these supplements are all-natural. It's important to emphasize that there are minimal side effects, if any.

INCLUDE ANY ENVIRONMENTALLY FRIENDLY PRACTICES YOUR COMPANY ENGAGES IN

If your company is a friend to the environment, you will want to indicate this: More and more people are becoming conscientious about their purchases, and you can make a positive difference, and probably a lot more cash, by implementing eco-friendly practices.

INCLUDE PERTINENT INFORMATION ON YOUR PRODUCT

A lot of individuals have more limited diets these days, whether that is due to their personal preferences or their sensitivities. It's important to say so if your product is gluten-free, soy-free, vegan, vegetarian, etc.

THINK NATURAL AND HEALING, POTENT INGREDIENTS

It's ideal if your natural sleep aid doesn't cause any unwanted reactions for your consumers. Many people are gravitating towards products that are free of side effects and crafted with natural ingredients, such as Zylaria™.

Next Steps - Formula Innovation

NuLiv Science is here to help companies like yours with quality, safe, and natural ingredients that will meet the demands of the marketplace and promote health simultaneously.

NuLiv Science had humble beginnings. We started out in 1997 in order to help a TCM physician who needed a higher quality extract for his practice. However, our co-founders soon realized that these ingredients had a lot of potential: They forged a path to wellness for everyone.

We offer incredible ingredients that will give your customers exactly what they are looking for.

Sleep is precious, especially these days.

Marketing a product containing Zylaria™ that helps people get the much-needed rest they deserve is not only good for your company; it's also good for your consumers' health. Perhaps it's an ingredient to consider for your next product innovation or reformulation.



Next Steps Have questions? Need help?

Get in touch with our team and let us know that you received this guide.

We look forward to connecting with you!

[Contact Us](#) or Call: (909) 594-3188

Zylaria™ is a trademark of NuLiv Science

**These statements have not been evaluated by the Food and Drug Administration.
This product is not intended to diagnose, treat, cure, or prevent any disease.*