



Sleep Guide



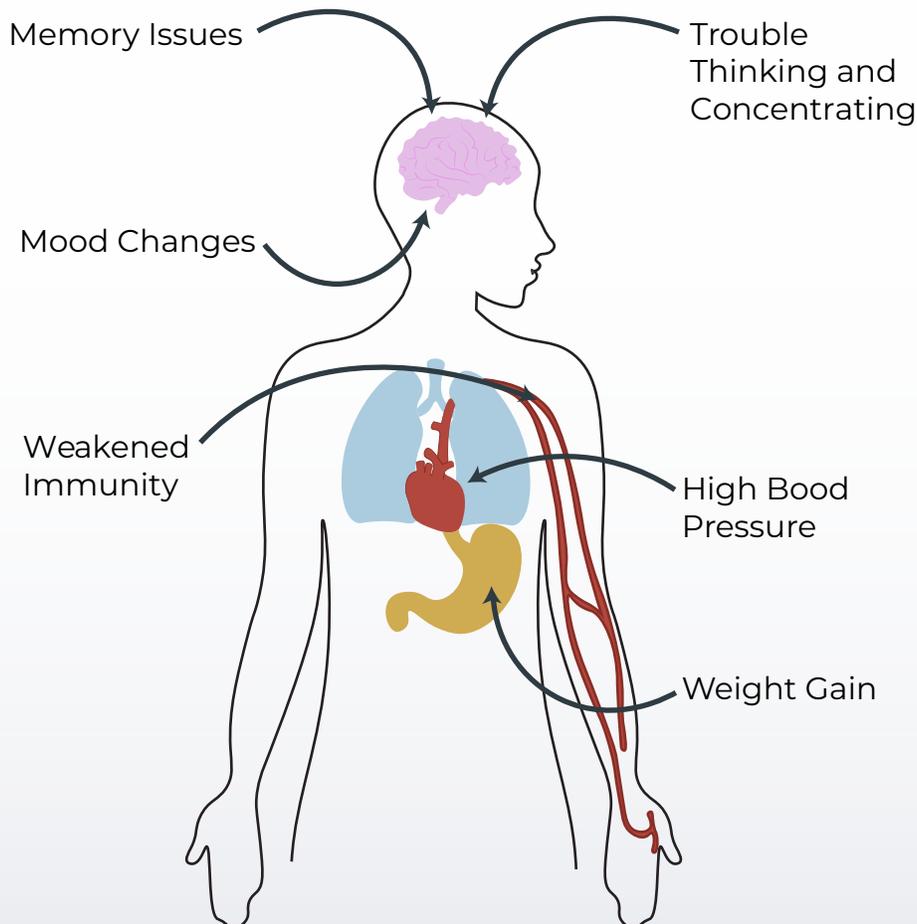
equip sleeping co.

27 percent of people have trouble falling asleep or staying asleep most nights.
70 percent of Americans struggle to fall asleep at least one night per week.
1 out of 3 adults don't get enough sleep.

Sleep issues are a common symptom of stress and anxiety.

Sleep is essential for health and well-being. Sleep is important for various aspects of brain function. This includes cognition, concentration, productivity, and performance. There are significant consequences of insufficient sleep.

What happens when you don't get enough sleep?



How to sleep better at night

Rule #1: Fill your toolbox.

You can't fix a problem if you don't have the right tools. Your goal should be to fill your toolbox with as many tools as possible. This means- learn, apply, and practice as many things as you can that may help you sleep better. That way, you can get a sense of what works well and doesn't work well for you. Everyday and night looks different, what works well one night, may not work well the next.

That's why it's important to have options and patience.

Solving the sleep problem is a process. Change doesn't happen overnight (no pun intended). Also remember, your tools are useless if you never take them out the toolbox! This means awareness is key. You have to be mindful to take action. If you notice yourself having trouble sleeping, engaging in behaviors, or having thoughts that will be a barrier to sleep, STOP. AND GO TO YOUR TOOLBOX.



Tools to Support Better Sleep

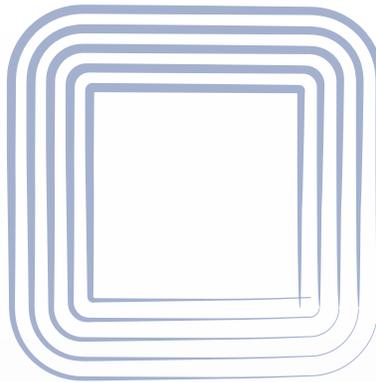
- Engage in deep breathing exercises
 - Use guided imagery
 - Listen to relaxing music
 - Practice meditation/mindfulness
 - Reframe your negative thoughts
 - Recite positive affirmations
 - Drink camomile tea
 - Take a warm bath
 - Use essential oils
 - Keep your room cool, dark, and quiet
 - Have good sleep hygiene
 - Practice gratitude
 - Stay away from phones, television, and other electronics
 - Put your phone on "Do Not Disturb"
 - Read a light-hearted book
 - Stretch your body
 - Play white noise or other soothing audio
 - Write in a journal
 - Make a to-do list for tomorrow
- Cuddle with Cozy Case™**

What is Cozy Case™?

Cozy Case™ is the world's first therapeutic pillowcase to support mental health and better sleep. Our utility patent-pending sleep product is engineered to naturally increase feelings of security and relaxation. Cozy Case™ functions as a traditional pillowcase while providing a soothing tactile experience with its plush sides.

The plush sides can be held and hugged, helping to relax the nervous system. The increase in serotonin and dopamine levels and decrease in cortisol levels, brings a sense of security and reduces negative feelings, such as loneliness and anxiety. Cozy Case™ supports individuals in creating the ideal conditions for falling asleep and staying asleep. Cozy Case™ is preparing to launch on Kickstarter in June 2021. Stay in the loop with all Cozy Case™ updates by closely following our Instagram page.

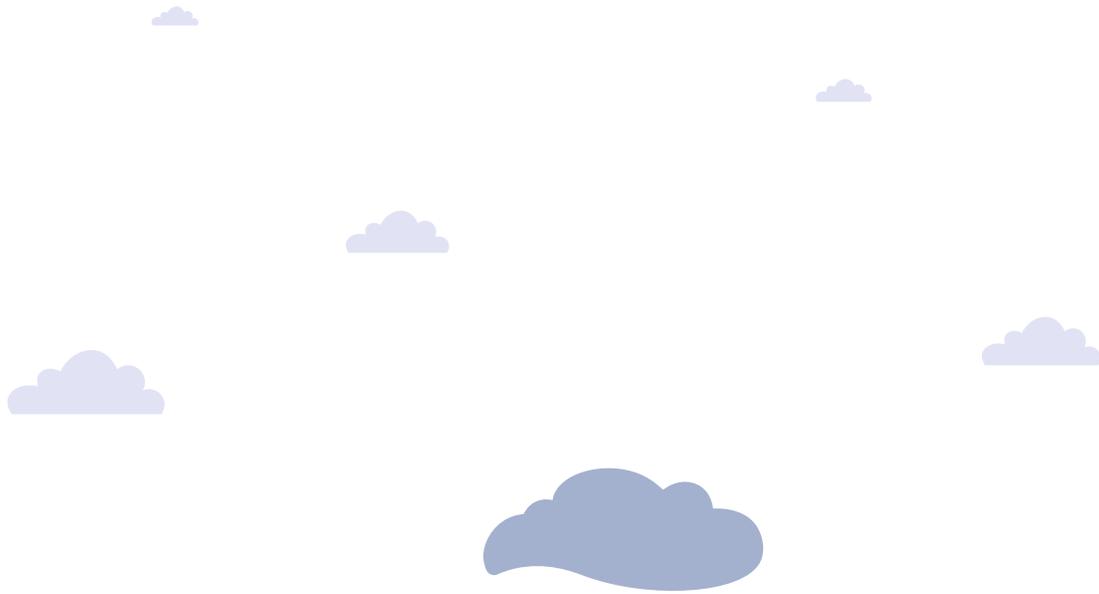
How to put the tools to use



Box Breathing- This breathing exercise is extremely useful if you wake from sleep in panic. Box breathing is easy to do, quick to learn, and can be a highly effective technique when the body is in fight-or-flight mode. This breathing exercise may help to clear the mind, relax the body, and improve focus.

Here's how it works:

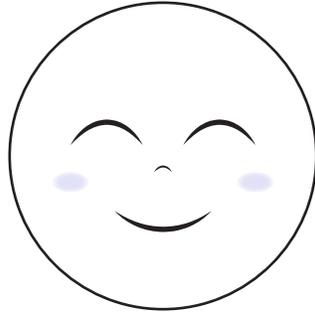
1. Close your eyes. Breathe in through your nose while counting to four slowly. Feel the air enter your lungs.
2. Hold your breath inside while counting slowly to four. Try not to clamp your mouth or nose shut. Simply avoid inhaling or exhaling for 4 seconds.
3. Begin to slowly exhale for 4 seconds.
4. Repeat steps 1 to 3 at least three times. Ideally, repeat the three steps for 4 minutes, or until calm returns.



Guided Imagery- Guided imagery is a type of focused relaxation. Focused relaxation involves concentrating on a specific object, sound, or experience in order to calm your mind. In guided imagery, you intentionally think of a peaceful place or scenario. The idea is that your body reacts to your own thoughts. By calming your mind and body, you may be able to settle in and fall asleep more quickly.

Here's how it works:

1. Close your eyes. Take several deep breaths. Inhale and exhale deeply and continue to breathe deeply as you continue this relaxation technique.
2. Imagine a peaceful scene like a lush forest, majestic mountain range, or a quiet, tropical beach.
3. Think of the details in the scene. Imagine the sounds, scents, and sensations of being in this peaceful, calming place.
4. Envision a path in your scene. Picture yourself walking along the path, imagining the details and sounds as you walk this path.
5. Relax in your scene for several minutes. Continue breathing deeply.



Cognitive reframing- Thinking about negative and stressful things before bedtime is common and often prevents sleep. Focusing on taking control and purposefully redirecting your intrusive negative thoughts to positive ones decreases anxiety and stress, which allows your mind and body to relax and better prepare for sleep.

Here's how it works:

1. Notice that the negative thoughts are happening. *Awareness is key. Identify them.*
2. Ask yourself questions. *Is this thought 100% accurate? Is this thought helpful? What will I gain from accepting this thought? What will I lose?*
3. Exchange each negative thought for a positive one. *Replace "I cannot..." or "I will not..." with "I can..." or "I will"*
4. Practice, practice, practice. *Again, change doesn't happen overnight!*

Bedtime Affirmations- Use affirmations to guide you into a peaceful state of relaxation. Repeating bedtime affirmations is like telling your body that it's okay to rest.

Examples of bedtime affirmations:

“I let go of today.”

“I forgive it all.”

“I will find what works best to help me sleep.”

“I have permission to fall asleep.”

“I am grateful.”

“I embrace my dreams.”

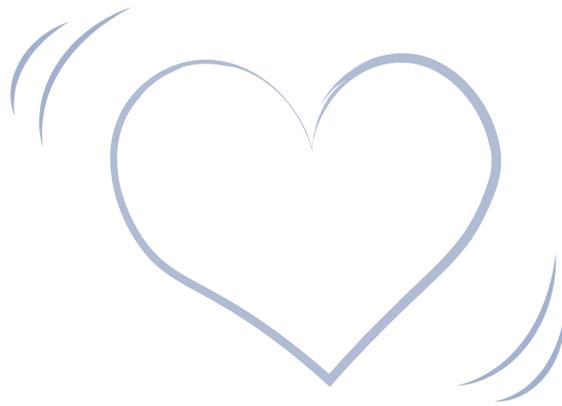
“I choose peace.”

“I am in harmony with the universe.”

“I can fall asleep.”

Here's how it works:

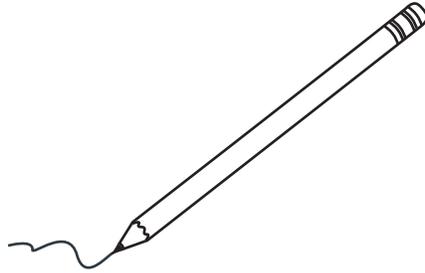
1. Choose one affirmation to focus on.
2. Repeat it a handful of times right before you're ready to fall asleep.
3. Repeat it slowly. Feel the energy of the words and the spaces between. Visualize what the words mean to you.
4. Try gently pressing down each finger to your thumb on one hand, and then the other, until you've completed 10 repetitions.



Gratitude exercise- Not sleeping well tends to make people feel less grateful than individuals who do have a good night's sleep. On the other hand, gratitude is related to having more positive thoughts at bedtime, allowing one to fall asleep faster and enjoy more restful sleep. Point being, feeling grateful helps people sleep better and longer.

Here's how it works:

1. Ask yourself, "What am I grateful for today?" Slowly allow the answers to come to you.
2. Make a mental list of everything you are grateful for. It can be as simple as the breakfast you ate.
3. Then focus your attention to one specific thing on your list.
4. Think of as many details about this subject as you can. Continue to focus on it and notice the feelings of gratitude fill your body and mind.



Journaling- Racing thoughts and dwelling can prevent sleep. Writing down your thoughts can help organize them and see them from a new point of view. Whether your jotting down a to-do list for the next day or writing a lengthy reflection, journaling helps us slow down, calm down, and put challenges into perspective. There are different ways to format a journal entry:

- Make a list.
- Write a poem or song.
- Incorporate images to express how you feel or what's on your mind.
- Write a letter to someone.
- Write a story with you as the main character.
- Make a bullet journal.
- Use a prompt.

Examples of Journaling Prompts:

- What tasks do you hope to accomplish tomorrow?
- What mindset do you want to have tomorrow?
- Name three good things that happened today.
- Make a list of 15 things that make you smile.
- Name 5 things you are grateful for and why.
- Make a list of everything you'd like to say no to.
- Make a list of everything you'd like to say yes to.
- Write the words you need to hear.
- What do you fear the most? Why? Is your fear rational?
- Write a letter of forgiveness to yourself.
- What activities do you think would make you feel better?
- Make a plan to carry out those activities.

My name is Katelyn Anderson, Founder of Equip Sleeping Co, creator of the **Cozy Case™**. I am a Licensed Independent Clinical Social Worker and therapist. I have 12+ years of experience in the mental health field. This guide is meant to be just that. It is for ideas only. This guide should not replace traditional therapy. Seek consultation from a medical professional if sleep problems are significant and/or persist. Many of the cognitive techniques mentioned above warrant a detailed description of how to implement these strategies. They will be reviewed in depth overtime on our Instagram social media page. Your best bet is to continue to follow @equipsleepingco for all the detailed sleep tips to fall asleep, stay asleep, and be well.

Wishing you all the zzzzzz's.

