

Another Step(Welcome email)

Hey [Insert Name]! Congratulations on taking another step on your journey of self improvement,

In the upcoming letters, we will share golden nuggets about enhancing the quality of your sleep, the feeling of waking up, and the positive impacts these things have on your day to day life. We will cover:

Habits that might be compromising the quality of your sleep

How to wake up the right way

The effects sleep has on productivity and self control

How to optimize your sleep

Lastly, to keep things fun we will play some games that will bring a better understanding of your subconscious mind.

So cheers to smarter sleep and brighter days ahead and make sure you pay attention because some emails might have presents 😊, TAVO Sleep team.

Blue light?... Is it bad for you?... Wow I never knew that...

Blue light is a form of high-energy visible light characterized by short wavelengths. It is naturally present in sunlight and emitted by electronic devices and artificial lights.

Blue light can influence the circadian rhythm, especially by affecting melatonin production. Melatonin is the hormone responsible for regulating our sleep-wake cycle. While exposure to blue light during the day can improve alertness, mood, and cognitive function—especially when it comes from natural sunlight—prolonged exposure to artificial blue light, particularly before bedtime, can disrupt melatonin production.

Despite some exaggerated claims online, it's essential to note that blue light is not inherently harmful. However, managing its impact on our circadian rhythm is crucial for overall well-being.

Research also suggests that melatonin may play a role in supporting the immune system by influencing the activity of immune cells, potentially enhancing the body's immune response—an intriguing aspect of its function.

To preserve your body's natural rhythm, especially if implementing a blackout hour before sleep isn't feasible, consider making alternative changes:

1. Reducing screen time one hour before bed is one of the most effective methods
2. Activate 'Night Mode' on your devices to reduce blue light emission.
3. Explore blue light-blocking glasses.
4. Dim the lights in your surroundings, signaling to your body that it's time to wind down.

Implementing small adjustments can significantly improve the quality of your sleep. Establishing a pre-sleep routine tailored to your preferences can lead to better overall hormonal balance and well-being. To change not only the way you go to sleep but also the way you wake up [click here](#)

Best of luck!! TAVO Sleep team! 🎉

Is the way you wake up slowing you down?

Waking up in the morning can be dreadful, especially when you find yourself confused and angry, much like Squidward from SpongeBob. The mood and feeling upon waking up might resemble a lottery, with the best-case scenario of getting your money back. However, the key to transforming your mornings lies in how and when you wake up.

During sleep, your body fluctuates between REM and two stages of non-REM sleep. For simplicity, let's combine and categorize them all into simply light and deep sleep. If you've ever yearned for those precious extra five minutes, chances are you woke up during deep sleep. On the other hand, if you've experienced waking up at 3 am with no way to go back to sleep, you were likely roused during light sleep.

So, how can you consistently wake up during light sleep?

One approach is to establish a consistent sleep schedule. By going to bed and waking up at approximately the same time every day, your body will naturally adapt and at times wake up a few minutes before the alarm, provided you maintain this routine for at least a week. While this method isn't foolproof, it significantly increases the likelihood of waking up refreshed.

Alternatively, you can take advantage of our solution. [Click here](#), and we'll wake you up every morning precisely when your body is ready to, ensuring a more energized and positive start to your day.

We hope to be the Robin to your Batman 🦇

Are you part of the 25% suffering from ...?

Are you part of the 25% suffering from chronic sleep deprivation?

In our current days people seem to compete on how little hours they sleep. often cutting back on their sleep for work, family demands, or even to watch a good show. As of the current day about 25% of American workers and almost 60% of college students suffer from CHRONIC SLEEP DEPRIVATION.

Are you one of them ?

Everyone knows the saying that you should get 8 hours of sleep every night. However, in reality, everyone's optimal sleep time differs and tends to lie between 7-9 hours every night. 1 percent of the population, known as "Short Sleepers," are even able to perform well with just 4 hours of sleep. there is a 99% chance that you are not a "short sleeper" so try to get the hours that you need.

So what happens if you are consistently sleep deprived?

Sleep deficiencies can manifest as reduced productivity, satisfaction, burnout and can lead to increased risks of depression, heart problems, type 2 diabetes, cancer... just to name a few. So, is a lack of sleep something to brag about? Absolutely not!

Now what is important isn't just the hours you slept, as quality of sleep plays a huge role. So how do you improve your sleep?

1. Ensure your bedroom is calm, dim, soothing, and at a comfortable temperature
2. Remove your phone from the bedroom
3. Avoid large meals, caffeine, and alcoholic beverages before bedtime
4. Get some exercise during the day

In the end it is hard to know if you need something until you get it, so try getting a week of the best sleep possible and you will see how different life actually is when you are well rested.

Now... In the first email we mentioned presents so here is one !!! 🎁

Click here for a discount on your next TAVO sleep purchase however the offer will only last for 48 hours after the email is sent so time is ticking.

May the pillow always be cool! ❄️ TAVO Sleep team.
