



Tossin' and Turnin' All Night: 63% Have Used Sleep Aids - But New Sleep Aid Content From Sleep Cycle Offers Healthy Alternatives for Resting Easier

No More "Blankets on the Floor" Thanks to Guiding Content, Music and Soundscapes

GOTHENBURG, Sweden – Oct. 14, 2019 – Sleep loss has been chronicled in song for ages, from [“Tossin’ and Turnin’ All Night”](#) to [“I Didn’t Get No Sleep at All”](#) and beyond - and a new survey from [Sleep Cycle](#), makers of the most popular smart alarm clock app, reveals that 63% of Americans have used a sleep aid to fall asleep at least once, and over half (54%) regularly need sleep aids. In addition, nearly a third (29%) of survey respondents reported getting less than seven hours of sleep nightly during the week.

But thanks to Sleep Cycle, whose overall mission is to help people get better sleep, there’s a high-tech way to get some shut-eye without resorting to pills, alcohol, marijuana or other substances - Sleep Cycle Sleep Aid. People struggling to fall asleep can use Sleep Aid - the “app alternative” to sleep aids - and its proprietary content to assist them in getting much-needed sleep.

Sleep Aid content is educational and relaxing, designed by experts in the sleep science field to provide an easy, drug-free way to drift off to a peaceful night’s rest. Users access Sleep Aid content through an entirely new section within the Sleep Cycle app, which includes an intuitive new interface featuring original illustrations and a unique player that enables users to choose from a broad array of music and sound effects, poetry, relaxation guides, and stories. Sleep Aid also includes a “featured” category that incorporates weekly user recommendations based on individual user data from the Sleep Cycle app.

“If you’re one of the many people in the world who has difficulty falling asleep or sleeping all night, Sleep Aid is here for you,” said Sleep Cycle CEO Carl Johan Hederöth. “Not only does Sleep Aid offer carefully curated and beautifully produced content that helps everyone to drift off peacefully and without substances, it also leverages our vast experience and knowledge of sleep science to help users achieve the most effective sleep possible.”

Baby, Things Weren't Right: I Was Tossin' and Turnin'

Sleep Cycle’s survey reveals that many Americans rely heavily on drugs and other substances to help them sleep. Nearly a quarter (24%) of the survey respondents use a sleep aid nightly, and 42% say they can’t sleep “as well” without a sleep aid. Almost half (47%) employ a sleep aid on “some or most” nights, and 22% say they “can’t sleep at all” without their normal sleep aid. Many seek relief from a variety of natural cures and other substances, including:

- Melatonin (42%)
- Sleeping pills (37%)
- Marijuana (21%)
- Alcohol (20%)

Survey Says: The Sleeping Pill I Took Was Just a Waste of Time

But individuals consider these options as far less than ideal. Some 51% have tried to quit sleep aids, due to poor results and negative associations with various substances:

- 47% have slept through an alarm after taking a sleeping pill
- 42% classify alcohol as a “bad” sleep aid
- 33% feel bad about marijuana
- 26% think sleeping pills are “bad” sleep aids

Dream a Little Dream With Sleep Aid

Fresh new Sleep Aid content will be released on a monthly basis, and additional content categories will be added within Sleep Aid to satisfy customer preferences. Future Sleep Aid product enhancements will incorporate analysis and recommendations based on an individual’s sleep challenges and patterns and leveraging Sleep Cycle’s extensive, industry-leading library of sleep data - sourced from users around the world. “Our wealth of data makes us uniquely qualified to address sleep challenges, with unmatched credibility,” Hederoth explained.

“Sleep Cycle offers an entire world of narrative and guiding content, with music production and soundscapes tailor-made for our users,” said Andreas Roman, creator and producer of the expanded Sleep Aid program. “We composed, wrote, produced and recorded this material ourselves, with talent from across the globe. You won’t find these solutions anywhere else.”

About the Survey

The national survey of over 1,000 U.S. adults was conducted online by Propeller Insights on behalf of Sleep Cycle in August 2019.

About Sleep Cycle

Sleep Cycle is the world’s most popular intelligent alarm clock app that analyzes users’ sleep, records findings and wakes them during their lightest sleep phase so they feel rested and refreshed. The app generates nightly sleep reports, tracks long-term sleep trends, and logs how daily activities impact sleep quality. With millions of users worldwide, Sleep Cycle has also become the world’s richest repository of data on global sleep habits. The Sleep Cycle Institute puts this data in the hands of five multidisciplinary health and wellness experts to provide individuals and public policy makers with deeper quantitative insights into the relationship between sleep and overall health and well-being.

For more information – and real-time, interactive sleep data from around the world – visit <https://www.sleepcycle.com/>.

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Contact

Hannah Ruark, 540-599-7887

hannah@bospar.com