25% of U.S. adults report insufficient sleep at least 15 of every 30 days.

SLEEP COMPLICATIONS

- Sleep-disordered breathing (SDB) increases risk of heart attack and stroke two to four times.
  - Obesity is a significant risk factor
  - SDB affects 20-40% of adults

- One in three people have insomnia at some point in their lives (and 60% of people with insomnia have a chronic disease).

- 10% of Americans have restless leg syndrome.

- Sleep problems add an estimated $15.9 billion in health care costs.

Narcolepsy affects up to 200,000 Americans.
- Fewer than 50,000 get diagnosed
- Up to 25% have all four symptoms
  - Daytime sleepiness
  - Loss of muscle function
  - Sleep paralysis
  - Hallucinations

REGULAR SLEEP BENEFITS

- Adults require around eight hours of sleep a night.

- Sleep helps you strengthen brain power and reduce memory loss later in life.

- Sleep improves cholesterol and triglyceride levels.

- Sleep releases stress-relief hormones melatonin and serotonin.

- Sleep cultivates a healthy and creative imagination.