



AROMATHERAPY
ASSOCIATES
LONDON

THE HOUR BEFORE BED AND
THE HOUR AFTER YOU RISE

TRACEY WOODWARD, CEO
AROMATHERAPY ASSOCIATES



A quick introduction to AA




AROMATHERAPY
ASSOCIATES
LONDON

OUR HERITAGE

Founded in London in 1985 by
Aromatherapy experts,
Geraldine Howard and Sue
Beechy.

*"It's more than a business, it's
our way of life"*


Geraldine Howard
Co-Founder

We continue to build and be passionate about our founders Geraldine and Sue's legacy, which was to help people feel better.



AROMATHERAPY
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OUR VISION

To be thoughtful, ageless &
constantly delivering
excellence.

To allow people to find
balance in their busy lives.



- We know there are so many pressures with modern day living that often make us push our wellbeing down the priority list
- However we also know that if we take good care of ourselves we can be happy and be the best possible version of ourselves
- At AA we believe that Selfcare is Healthcare
- We can change how you feel through the power of aromatherapy and the excellent blends created by Geraldine and Sue, we also want to change how you think...

AROMATHERAPY ASSOCIATES BRAND ESSENCE

PURPOSE



To always have meaning and intention in everything we do.

BALANCE



To help find balance in mind, body, skin.

WELLBEING



To educate and provide the tools to living an all round healthy life.

- As a brand we always want to have meaning and intention in everything we do from products, to marketing and what we do as a company
- We want to help people find balance in mind, body, skin
- And we want to educate and provide the tools to living an all round healthy life



- To have purpose, you need to find balance and only when you have balance you will have wellbeing.
- And if you want wellbeing you need to have purpose.

THE WELLBEING TRIANGLE

DR NEIL

STANLEY, SLEEP EXPERT

Eat Better
+ Move More
+ Sleep Well
= **Live Better**

- As well as being experts in Aromatherapy, we also want to educate people on The Art of Living Well so we have a panel of Wellbeing Experts and Ambassadors to help us get our message across.
- Dr Neil Stanley who is our sleep expert, has been involved in sleep research for over 35 years. Having organised some of the largest sleep studies in the world, his discoveries show that sleep plays a key part in the Wellbeing Triangle; nutrition, exercise and sleep.
- People are becoming more actively engaged in attending to their nutrition and exercise to promote good health, however they perhaps fail to recognize the importance that good sleep can play in ensuring their well-being.



VERY!

- My view on sleep being a child of the 60's
- Sleep is a biological necessity like food, water, air
- The fact is that we don't seem to take sleep seriously, even though the long term risks of poor sleep are well known – we need to stop considering it as a waste of time
- Studies have demonstrated that poor sleep leads to an increased risk of conditions such as cardiovascular disease, Alzheimer's, depression, obesity, diabetes, etc.
- According to the National Sleep Foundation (NSF), sleep is essential for a person's health and wellbeing. Yet, it is estimated that 50-70 million U.S. adults have a sleep or wakefulness disorder which can affect daily functioning, such as driving, and overall mental health and long-term well-being
- The US Centres for Disease Control and Prevention, believe that insufficient sleep is now a public health epidemic.
- Lack of sleep is linked to a numerous of health problems including: Cognitive dysfunction, Depression, Stress, Type II diabetes & Weight gain

Reference: altzeimers.net



- Linking back to wellbeing triangle of nutrition, exercise and sleep and the importance of all three. We are more knowledgeable about what we need to eat but what effect can sleep have on our gut and our appetite?
- Studies show that poor sleep leads to an increase in appetite, fat production and weight gain.
- It is really important to note, this is not just a consequence of consistent or long-term sleep deprivation: hunger and appetite increases occur after just one night of reduced sleep.
- Studies have shown those who sleep for less than seven hours a night are likely to have a higher BMI than those who regularly have a good night's sleep. The disruption of our 'hunger hormones' makes us more likely to eat irregularly, snack between meals, season our food excessively and eat fewer vegetables - none of which contribute to a well-balanced diet.
- Also the act of sleeping decreases inflammation in the body which occurs in many people if they are suffering with any particular health condition.
- The GUT is a big influencer on our sleep patterns. The Microbiome (trillions of bacteria living

inside our bodies) regulates our immune system, supports our metabolism, balances our moods and creates a good environment for us to get our beauty sleep.

- The gut is known as our second brain, and the beneficial bacteria in our GUT communicates with our brain via the vagus nerve (a cranial nerve reaching from the brainstem to the abdomen). The brain sends messages to the gut microbe's to lower the levels of cortisol (stress hormone), and to produce a calming amino acid (GABA) which gives us restorative deep sleep.
- Melatonin is the sleep hormone which the brain produces when darkness falls all around us. We feel sleepy as it gets darker, and the good news is that beneficial bacterial in our gut – probiotics – can totally boost the body's supply of melatonin by increasing the blood levels of tryptophan which is the pre-cursor to melatonin.
- Finally, the happy hormone serotonin is produced in the gut and is also regulated by our gut flora. Happy people sleep better as they usually don't suffer with over thinking and keep awake worrying about things.
- Essentially, the strong presence of beneficial bacteria in our GUT is CRUCIAL for restorative, deep, long sleeps and our microbiome needs to be environmentally correct for that to happen (ie eating food rich in prebiotics and good fibres, avoiding processed food, antibiotics, pollution and stress)
- Basically, our body depends on sleep for good health and our gut depends on being looked after properly so that sleep can happen as it should.



- People who have trouble sleeping at night or feel excessively sleepy during the day have less energy and are less active.
- Current hectic lifestyles mean the sympathetic nervous wing of the nervous system is chronically activated due to varying lifestyle stressors.
- Whilst the parasympathetic nervous system causes us to become relaxed, we must also focus on 'turning it on' via indirect methods such as muscle relaxation. In order to improve your sleep you must seek ways to activate your PNS more.
- Exercise is just as key as eating and sleep well in the wellbeing triangle.

NORMAL Vs. ALZHEIMER'S DISEASED BRAIN

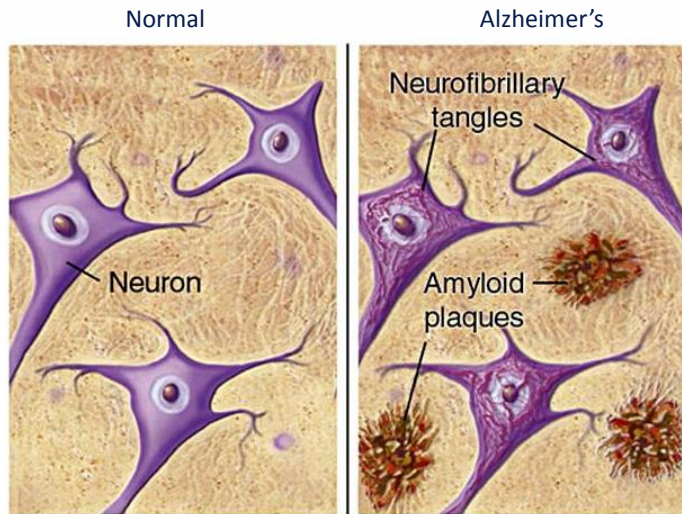


Image: Bright Focus Foundation

- Research has shown that getting too little sleep across the adult lifespan will significantly raise your risk of developing Alzheimer's disease.
- Whilst the reasons for this are quite complex to summarise, it all has to do with the amyloid deposits which are a toxin protein.
- These amyloid deposits accumulate in the brains of those suffering from Alzheimer's, killing the surrounding healthy cells.
- However, during deep sleep, such deposits are effectively cleaned away from the brain.

Reference:

Why We Sleep: The New Science of Sleep and Dreams by Matthew Walker

Image: Bright Focus Foundation



- Research shows that after only 17 to 19 hours without sleep, subjects have been shown to have response time reduced to over half and their mood dramatically affected dramatically. Up until 2009, the US military, standard practice to interrogate prisoners was sleep deprivation - forcing them to stay up for a whole week, without any food or rest.
- Between 10% and 20% of individuals complaining of insomnia also suffer from depression. Frighteningly, results suggest a directional pattern of development from insomnia to depression independently of age.
- Sleep deprivation can also wreak havoc on the body. Particularly low or high levels of sleep (less than 6 hours or more than 9 hours each night) has been associated with increased prevalence of diabetes and impaired glucose tolerance.

Reference: Jonathan Hwang for the Yale Scientific

SLEEP IN NUMBERS



2/3 of adults sleep less than 8 hours



With 4 hrs sleep, **11.5x** more likely to be involved in a crash
With 5 hrs sleep, **4.3x** more likely to be involved in a crash



24 hrs without sleep = blood alcohol level of **0.1%**



With only **6.75 hours** a night, adults predicted to live only to **early 60s** without medical intervention



Humans are the only mammals that willingly delay sleep



Sleep-deprived men had a **29%** lower sperm count

Why We Sleep: The New Science of Sleep and Dreams, Matthew Walker

Some interesting facts that you may not know about the effects of sleep or the lack of...

- Two-thirds of adults in developed nations fail to obtain the nightly eight hours of sleep recommended by the World Health Organisation.
- If you drive a car when you have had less than five hours' sleep, you are 4.3 times more likely to be involved in a crash. If you drive having had four hours, you are 11.5 times more likely to be involved in an accident.
- **24 hours** without sleep is the equivalent of a blood alcohol level of **0.1%** - at which point you are legally drunk
- An adult sleeping only 6.75 hours a night would be predicted to live only to their early 60s without medical intervention
- Humans are the only mammals that willingly delay sleep
- A 2013 study reported that men who slept too little had a sperm count 29% lower than those who regularly get a full and restful night's sleep

TIME FOR A WAKE UP CALL



- As we know, sleep has a powerful effect on the immune system, which is why, when we have flu, our first instinct is to go to bed: our body is trying to sleep itself well.
- Adults aged 45 years or older who sleep less than six hours a night are 200% more likely to have a heart attack or stroke in their lifetime, as compared with those sleeping seven or eight hours a night. Part of the reason for this has to do with blood pressure: even just one night of modest sleep reduction will speed the rate of a person's heart, and significantly increase their blood pressure.
- 87% of women agreeing that getting enough sleep is an important part of looking after your skin as we all know that to look good, you must feel good and sleep is a first step in achieving this because a great night's sleep tonight means feeling more energised tomorrow.
- In light of this I am pleased to introduce Christina Salcedas my Global Director of education who will tell you how we will be helping you achieve this over the next few days.

Reference: Mintel: Women's Facial Skincare – June 2017 Source: Lightspeed/Mintel Base 1006 female internet users aged 16+

Reference: Why We Sleep: The New Science of Sleep and Dreams by Matthew Walker

5 STEPS TO SLEEP HYGIENE



Disconnect



Organise Your Morning



Bathing



Mindful Sleep Preparation



Sleep

What is SLEEP HYGIENE?

- Sleep Hygiene are habits that help you to have a good night's sleep.
- Common sleeping problems (such as insomnia) are often caused by bad habits reinforced over years or even decades.
- We can dramatically improve our sleep quality by making a few minor adjustments to lifestyle and attitude.

1. **Disconnect:** Stop using electronics 1 hour before you sleep.
2. **Organise Your Morning:** Spend a few minutes to get prepared for the next day pick out what you're wearing tomorrow and make a quick to-do list with the essential things to get done. This can save you a significant amount of time and unnecessary stress in the morning.
3. **Bathing:** 73% of adults agree that bathing/showering is a good way to reduce stress. A warm bath or shower before bed aids in a better night's sleep
4. **Mindful Sleep Preparation:** Lay in bed and concentrate on your breathing, not only will this increase oxygen in the body but it will lull you into a state of peacefulness. So with your eyes closed and breathe in for 4, hold for 4, breathe out for 4, hold the out breath for four and repeat

5. **Sleep:** It is important to get 7-8 hours of sleep every night. Aim to sleep at 10pm twice a week. Sleep is a biological necessity, don't starve your body!

CREATE A MORNING RITUAL



- How you wake up in the morning can dictate how the rest of your day will go. That's why it's so important to have a positive and productive morning routine. Some of the most successful people across various industries have established strict morning routines to help them maximize their energy and productivity throughout the day.
- Virgin Group founder Richard Branson leaves his curtains open so he can wake up to the sunrise at approximately 5:45 a.m. every day. Light sends a signal to your brain that it's time to be awake and to stop producing melatonin, a sleep-regulating hormone. Once he's up, Branson goes swimming or kite surfing, then indulges in a healthy breakfast.
- The late Steve Jobs started his mornings with a question. While looking in the mirror, he'd ask himself, "If today were the last day of my life, would I want to do what I am about to do today?" If he found himself answering "no" too often, he would know he needed to make a change.
- Arianna Huffington and Oprah Winfrey both start their days with meditation, which has been found to promote success.

So for the next few days...

- Try to wake up at the same time everyday... that includes the weekend
- Stretch - After sleep during which you stay mainly sedentary for hours, taking the time to

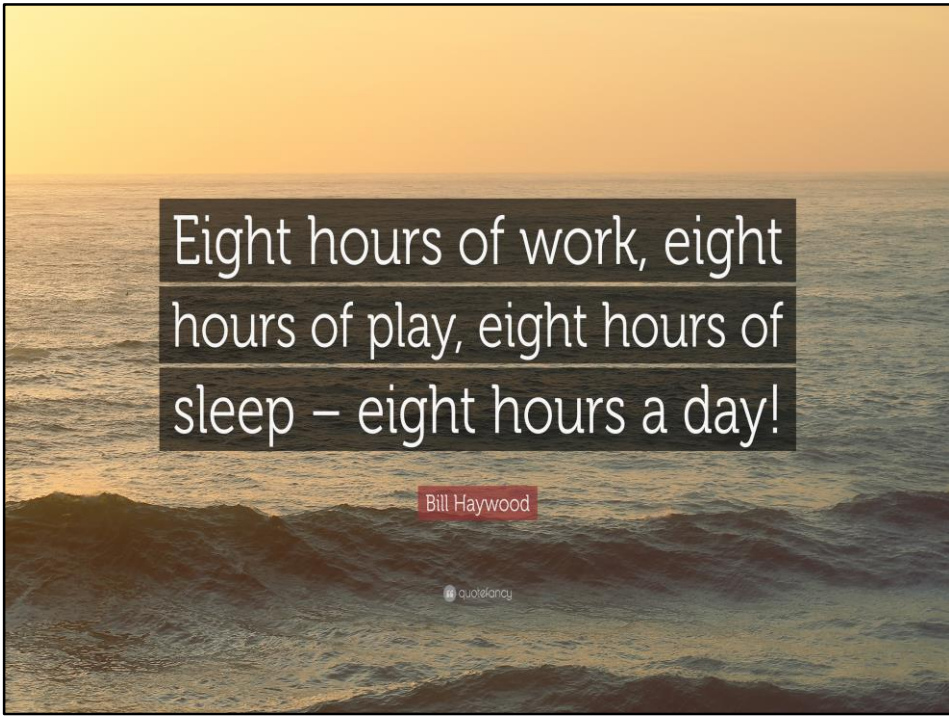
- slowly move your muscles will be a satisfying start to the day. It stimulates blood flow and elongates the muscle improving flexibility.
- Body brush
 - Repeat a Positive affirmation to yourself – I can take this day on, this is going to be an awesome day.
 - Drink hot water and lemon
 - Eat breakfast - Start with protein instead of dairy. Your body will work harder to digest it -- making sleep less likely -- and it will provide you with the energy you need.
 - Don't check your phone automatically
- Let's be realistic... We know that sometimes life does get in the way of our ritualistic 8 hours so a new wave of "How to catch up on lost sleep" is looming. If you don't get enough sleep, there's only one way to compensate – getting more sleep.
 - It won't happen with a single early night. If you've had months of restricted sleep, you'll have built up a significant sleep debt, so expect recovery to take several weeks.
 - Starting on a weekend, try to add on an extra hour or two of sleep a night. The way to do this is to go to bed when you're tired, and allow your body to wake you in the morning (no alarm clocks allowed!).
 - Expect to sleep for upwards of 10 hours a night at first. After a while, the amount of time you sleep will gradually decrease to a normal level.

Reference: <https://www.entrepreneur.com/article/289375>



Just a couple of my favourite inspirational quotes on sleep

Dalai Lama Quote "Sleep is the best mediation"



Quote by Bill Haywood

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HOW CAN AROMATHERAPY HELP?



For over 30 years Aromatherapy Associates have been pioneers in finding alternative, natural solutions for a better night's sleep. Essential oils have been scientifically proven to combat problems surrounding sleep. Our hero, Deep Relax Bath & Shower Oil was originally created by our founders for those coping with insomnia. 32 years later, Deep Relax has been awarded with countless industry awards, recognising its incredible effects. Featuring natural sedatives such as Vetivert, Deep Relax is assured to be your best night's sleep in a bottle!

Go through;

- 125 x Time to Unwind – DeStress Muscle Gel, Oil & B&S Oil
- 125 x Treasured Time – Deep Relax and Revive Roller Balls
- 125 x Christmas Brochure (no RRP)
- Kindfulness Cards

GWS Room Drop Bag

- 525 x Perfect Partners – talk benefits of Revive morning/ Deep relax

READING RECOMMENDATION



The Sleep Revolution, Arianna Huffington

Why We Sleep: The New Science of Sleep and Dreams by Matthew Walker

Sleep Better: The Science and the Myths by Professor Graham Law

The Sleep Book: How to Sleep Better Every Night by Dr Guy Meadows