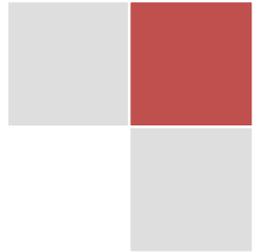




**E. EXCEL**

***Esserene***<sup>™</sup>

## **Questions & Answers**



**Q** What is *Esserene*<sup>™</sup>?

**A** *Esserene* is a safe, healthy method to help your body and mind relax into a sound and relaxing sleep without sedatives or tranquilizers—just natural, nutritious plants provided by nature.

**Q** Why is sleep so important?

**A** Sleep is a biological need and important for good health. You spend one-third of your life sleeping, during which time various immunity-boosting effects take place to aid immune system function. Poor sleep quality can lead to less immune cells in your body, such as cytokines, Natural Killer (NK) cells and antibodies.

**Q** What are some of the benefits of getting a good night's sleep?

**A** Quality sleep restores the health of the central nervous system and may help reduce the risk of type 2 diabetes. Lack of sleep may also be related to increased risk of heart disease. Insufficient sleep has also been linked to less leptin, a hunger-suppressing hormone, and more ghrelin, an appetite-stimulating hormone, thus increasing food intake and leading to possible obesity.

**Q** What are some of the causes of poor sleep quality?

**A** The stressors that we all face every day raise cortisol levels in our body, which can cause sleeplessness. In addition, uncomfortable sleep arrangements, such as an area that is too noisy, bright, hot, cold or contains televisions, computers and other electronic devices, can make sleep difficult. Spicy, fatty or acidic foods eaten before bed may also create difficulty sleeping, as can alcohol and caffeine. And medical problems, such as sleep apnea, can cause poor sleep quality.

**Q** What is in *Esserene*?

**A** *Esserene* is made from wholesome, natural plants.

- **Huang-Qin** has protective effects on the immune system. It is also cooling, and soothes feelings of anxiety, helping to reduce blood cholesterol. Natural, wholesome melatonin occurs in low levels in Huang-Qin. Melatonin helps to regulate and overcome obstacles to sleep. Research shows that low levels of melatonin (1-5mg) are more effective in promoting sleep than high levels of melatonin, which may trigger anxiety.
- **Lavender** has been used for insomnia for centuries, and is ideal for replacing drugs that reduce anxiety. It relieves stress, reduces nervousness and promotes immune system health. It can help alleviate stress-related issues, such as tension headaches and insomnia.
- **Passion Fruit** tranquilizes without disrupting memory processes, unlike tranquilizers, which may result in memory loss. It contains alkaloids known for their sedative yet non-addictive properties. And, it contains serotonin, a brain chemical that can promote quality sleep.
- **Chrysanthemum** aids sleep by relieving stress and alleviating headaches resulting from anxiety. In addition, it helps maintain healthy eyesight and improves detoxification and vitality.

