

Scent To Sleep

Submitted by: The Bottom Line Consultancy Ltd

Friday, 10 June 2005

As the race for life continues, it's little wonder that new research warning of the serious effects of sleep deprivation is published almost daily. Linked to high levels of anxiety, poor memory, dangerous driving [1] and obesity [2], to name just a few damaging side effects, sleep starvation is a serious issue.

Part of the problem is that we hurtle through each day expecting to fall asleep on schedule. We don't have time to wind down before going to bed, let alone create a calming environment to relax our senses.

However, there are simple steps you can take to ensure a good night's sleep. Linked to mood, memory and even sexual attraction, scent is one of the most important yet least understood of the senses. Used correctly, it can help prepare the body for sleep and even enhance the quality of our sleep:

SCENT TO SLEEP

Aromas such as jasmine, lily and tuberose are renowned for their calming and soothing properties. The benefits of bathing in fragrant oils before bed are widely accepted; however a less obvious solution is to infuse the bedroom with a gentle, soothing fragrance such as Ambi Pur's new fully adjustable Electrical Plug-in Dream Away (see below for details).

SWEET DREAMS

Another little known fact is that our sense of smell is fully active while we sleep [3]. What's more, the fragrances we smell whilst asleep affect our dreams and how deeply we sleep [4], resulting in lower anxiety and increased vigour during waking hours.

RELEVANT PRODUCT INFORMATION:

Designed to calm and soothe, new Ambi Pur Electrical Plug-in Dream Away is a blend of velvety, soft elements that combine to deliver a warm, cocooning fragrance.

Or try Ambi Pur Electrical Plug-in Harmony, an inviting bouquet of sweet jasmine, vanilla, lily, magnolia and ylang-ylang.

Stylish and compact, the new fully adjustable Ambi Pur Electrical Plug-ins provide continuous fragrance for up to 75 days (if used for 12 hours per day on setting 2). Ambi Pur Electrical Plug-In primary unit (containing diffuser and perfume refill) costs RRSP £5.49, and a perfume refill costs RRSP £3.89.

SOURCES:

[1] University of Bristol, Research Publications, Does sleep make you fat?
<http://www.bris.ac.uk/researchreview/2004/1113989409>

[2] BBC News, Why a lack of sleep can be fatal

<http://news.bbc.co.uk/1/hi/health/3876827.stm>

[3] Social Issues Research Centre, The Smell Report – Sexual attraction
www.sirc.org/publik/smell_attract.html

[4] The Sense of Smell Institute, Our sense of smell is active while we sleep
http://www.senseofsmell.org/funfacts_main.php

[5] The Sense of Smell Institute, Effects of Olfactory Stimulation on Subsequent Human Sleep
http://www.senseofsmell.org/resources/research_detail_.php?id=85&category=Mood%20and%20Human%20Behavior&cat=M

CONTACT:

Helen Tidswell
The Bottom Line Consultancy
Tel: 01992 579990
Email: helen@bottomlineconsultancy.co.uk