

newsworthy trends

Survey: Americans Should Make Sleep A Priority

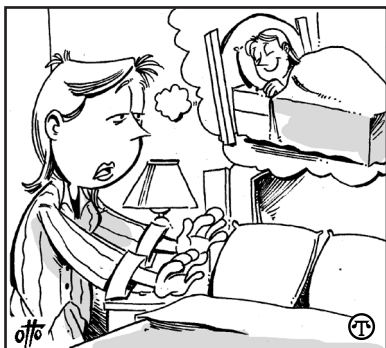
(NAPSA)—It's a favorite topic of casual conversation—if you had an extra hour in your day, what would you do with it?

According to a recent survey commissioned by the makers of Tylenol PM®, 69 percent of respondents said that they want more sleep each night—as much as four hours more.

“Americans have heard a lot lately about how important it is to eat right and exercise. But we still don't try hard enough to get a good night's sleep—and it's one of the best things you can do to stay healthy,” says Steven A. Silber, MD, Vice President, Drug Research & Safety, McNeil Consumer & Specialty Pharmaceuticals. “Sleep affects our mood, our performance at work, even our ability to resist illness—an essential now that cold season is just around the corner.”

Americans are so sleep-deprived that 57 percent of those surveyed would give up an indulgence—chocolate, their daily latte, even two days of vacation—to sleep well for an entire month. In fact, 62 percent of respondents revealed that they feel negative effects like sluggishness or skipped exercise sessions after just one night of interrupted or “bad” sleep. And 24 percent even report failing their diet goals by snacking more and eating without limits.

To help Americans stay healthy and happy by sleeping well, the makers of Tylenol PM are embarking on a program to promote the benefits of sleep



More and more Americans are doing with less and less sleep, and are feeling the effects—at home and at work.

wellness. They've even created a free “Sleep for Success” booklet—downloadable at www.tylenolpm.com—with everyday tips and tricks for maintaining a healthy sleep regimen. It also includes a sleep journal, the first step experts recommend to fight poor sleep. The journal helps track and document habits and patterns to help identify and understand the root cause of sleeplessness, whether it be stress, diet or untreated pain concerns.

“And, as an occasional tool to help fall asleep and rest through the night when you have pain,” explains Dr. Silber, “Tylenol PM can be used as a gentle and safe sleep aid to ensure you wake up feeling focused and energetic.”

For more information on the positive benefits of sleep, visit www.tylenolpm.com. The Tylenol brand of products can be purchased at retail outlets nationwide.