

JORDAN
ESSENTIALS

MAGNI-ZZZ

Sleep! We all need it!

Sleep is essential for overall health, cognitive function, emotional well-being, and physical performance and appearance. Improving sleep habits and prioritizing rest is a crucial step to help maintain good physical and mental health. Magni-ZZZ is formulated to help relax the mind and promote restful sleep.

The SCIENCE

Magni-ZZZ contains a unique blend of KSM-66 Ashwagandha, Melatonin, GABA, L-Theanine, and Magnesium to help promote relaxation to help you fall asleep faster. * Incorporating Magnesium, L-Theanine, GABA into Magni-ZZZ is intended to enhance relaxation, create a sense of calming relief, and improve sleep quality.

• ORGANIC KSM-66® ASHWAGANDHA

Organic KSM-66® Ashwagandha is backed by the extensive clinical trials and research studies. It is the highest concentrated, most bioavailable, full spectrum Ashwagandha Root Extract on the market. The combination of the ingredients found in Magni-ZZZ targets various aspects of sleep regulation and relaxation. This formula provides an approach to improving sleep quality. * How the Sleep - wake System functions within the body...

• MELATONIN

Melatonin, often called the "sleep hormone", is a hormone naturally produced in the body that helps reset or regulate our sleep-wake cycle, otherwise known as The Circadian Rhythm. Melatonin, as a supplement, is commonly used to help individuals shift the body's internal clock when their natural Circadian Rhythm has been disrupted or to help fall asleep and help stay asleep. Melatonin as a supplement may be a great option for use when traveling across time zones (jet lag) or to promote sleep when working shifts that may disrupt the natural Circadian Rhythm. Taking Magni-ZZZ can help the body's internal clock to match the new schedule or to promote sleep when it has otherwise been disrupted.*

• SEROTONIN

Serotonin, a neurotransmitter, is a chemical messenger found in the central nervous system (the brain and spinal cord). Key functions of serotonin include mood regulation, emotional balance, sleep regulation, appetite and digestion, cognition and memory, skin health, pain perception. A balanced level of Serotonin can contribute to a sense of well-being and emotional stability, both are important for winding down and preparing for sleep. Serotonin is involved in regulating the sleep-wake cycle. The brain needs serotonin to create melatonin, thus helping to modulate the balance between wakefulness and sleepiness. Adequate Serotonin levels during the day contribute to the production of Melatonin at night, which helps the sleep patterns.

• CORTISOL

Cortisol, often referred to as the "stress hormone", is produced by the adrenal glands, located on top of each kidney. It is a steroid hormone that plays a crucial role in the body's stress response and in regulating energy, blood sugar, immune system, and circadian rhythm. The connection between cortisol and sleep is complex. Cortisol levels naturally increase in the early morning, helping to promote wakefulness and alertness. This contributes to the natural wake-up process. Cortisol levels typically decrease in the evening to prepare the body for sleep. Disruptions to the natural circadian rhythm, such as exposure to bright light, television, blue light from computers and mobile devices, or stressors in the evening, can lead to disrupted Cortisol levels when they should be naturally decreasing. Also, the effects of light exposure (even dim lights) and blue lights can suppress the natural release of Melatonin. This can make it more difficult to fall asleep and stay asleep.

• CIRCADIAN RHYTHM

Magni-ZZZ aims to align the body's natural Circadian Rhythm. Melatonin and Magnesium, both ingredients found in Magni-ZZZ, can help to regulate the body's internal clock (Circadian Rhythm), so Cortisol may be released at appropriate times to help contribute to a regular sleep-wake cycle. The Circadian Rhythm is a natural, internal process that regulates the sleep-wake cycle and repeats roughly every 24 hours. It can influence various physiological and behavioral patterns. This includes sleep, alertness, hormone production, body temperature, and more. The most well-known aspect of the Circadian Rhythm is its role in regulating when we feel awake and when we feel sleepy. This is known as the Sleep-Wake Cycle. The Circadian Rhythm is driven by an intricate interaction between the body's internal biological system and external elements from the environment such as the cycle of daytime to nighttime.



FEATURES OF THE CIRCADIAN RHYTHM:

- Light exposure, particularly natural daylight, is a major factor in synchronizing the internal clock with the external day-night cycle. It is highly responsive to changes in light.
- It affects body temperature. Tends to be lowest during the early morning hours and gradually rises throughout the day. This contributes to increased alertness and energy.
- Influences hormone production and the release of hormones. Melatonin is produced in a tiny gland in the brain called the Pineal Gland (pron "pin-ee-uhl"). The Pineal Gland is "a tiny endocrine gland in the middle of your brain that helps regulate your body's circadian rhythm by secreting the hormone Melatonin". When released, Melatonin may help to synchronize Circadian Rhythms in different parts of the body. "Your Pineal Gland releases the highest levels of Melatonin when there's darkness and decreases production when you are exposed to light." You tend to sleep better when you have the highest levels of Melatonin in your body.
- Impacts digestion and metabolic functions such as appetite regulation and glucose metabolism. Disruptions to the Circadian Rhythm can lead to an imbalance of the internal clock to desynchronize and may result in various health issues.
- Irregular sleep schedules or disturbances
- Exposure to artificial light at night
- Mood disorders
- Metabolic problems – Lack of sleep may have a major impact on health.
- Cognitive function – difficulty in concentrating, thinking clearly, & making sound decisions
- Physical health – lack of sleep may be linked to higher risk of obesity, diabetes, cardiovascular diseases, weakened immune system, and shortened lifespan.
- Mental health – increase irritability, anxiety, and depression
- Energy levels – challenges staying alert and focused
- Reduced performance – decision making, productivity, attention to detail
- Impaired learning and memory
- Increased risk of accidents – drowsiness, slower reaction times, reduced alertness
- Mood swings
- Increased Stress Levels (Cortisol) – when elevated, can interfere with the body's ability to relax, and fall asleep.
- Hormonal imbalance including appetite (Ghrelin & Leptin)

Quality sleep impacts our immune system, and it can help contribute to a well-rested appearance. A study done by UCLA researchers discovered that just a single night of insufficient sleep can make an older adults' cells age quicker.

The Quest FOR SLEEP

Sleep problems are not a new problem for more than one-third of Americans. The CDC refers to lack of sleep as a "public health epidemic" because it's such a widespread issue. Throughout (and post) the Covid-19 Pandemic, people's sleep habits changed, and sleep problems increased based on interruption of daily routines, change in lifestyle, symptoms of stress, grief, depression, financial distress, and anxiety. "Prior to the pandemic, about 24% of people suffered from sleep maintenance insomnia, or difficulty staying asleep. During the pandemic, that increased to 40%. Overall, experts estimate the number of people with any form of insomnia has increased 37% from Pre-Pandemic levels."

Healthy BENEFITS

1. **Helps Support Natural Sleep-Wake Patterns***
2. **Helps Promote a Sense of Calm and Relaxation***
3. **Helps Promote Falling Asleep More Easily***
4. **Helps Promote Deeper, More Sound Sleep***
5. **Supports Restful Sleep***
6. **Boosts Magnesium Glycinate***

Dreamy INGREDIENTS

• MAGNESIUM (FROM MAGNESIUM GLYCINATE)

A dietary supplement that boosts levels of magnesium in the body. This may help with various functions, (muscle function, nerve transmission, sleep regulation) Magnesium Glycinate is a form of Magnesium that is bound to the amino acid glycine. This form is known for its high bioavailability.

- May help to create a sense of relaxation that's known to have a calming effect on the nervous system. It can help relax muscles and reduce muscle tension.
- Involved in the production and regulation of the Melatonin hormone that helps regulate the sleep-wake cycles.
- Also involved in the regulation of GABA receptors in the brain. Magnesium can help calm the mind and induce a state of relaxation that helps trigger sleep.
- Some studies suggest that Magnesium might decrease the time it takes to fall asleep ("Sleep Onset Latency"). This can be particularly beneficial for those who struggle with insomnia or difficulty falling asleep.

• CERTIFIED ORGANIC KSM-66 ASHWAGANDHA (WITHANIA SOMNIFERA)

It is an ayurvedic, adaptogenic herb that grows in India, the Mediterranean, and Africa. Its power lies in its roots and has a long history of 4,000+ years used in traditional medicine. A specific form of Ashwagandha Extract is standardized to contain a minimum of 5% withanolides, which are the active compounds found in the Ashwagandha Plant.

Potential benefits:

- May help the body adapt to stressors and maintain a physiological response to stress. Has stress reducing properties that might contribute to improved sleep quality.
- Has been studied for its potential to regulate Cortisol levels, a hormone that plays a role in the body's stress response.
- Has been suggested to have calming effects on the nervous system to help promote relaxation and a sense of calm.
- May influence GABA receptors in the brain.
- Inflammation can be associated with sleep disturbances. Ashwagandha contains compounds with potential anti-inflammatory effects. When inflammation is reduced, it might indirectly improve sleep quality.

• GABA (GAMMA-AMINOBUTYRIC ACID)

GABA is an inhibitory neurotransmitter that promotes relaxation and reduces neuronal excitability. This helps reduce the activity of nerve cells and promotes relaxation. It can help reduce and alleviate anxiety and stress that can interfere with the ability to fall asleep. GABA can help induce a state of relaxation and drowsiness which can make it easier to transition into sleep. The GABA receptors are thought to play a role in sleep regulation.

• L-THEANINE

An amino acid found in tea leaves that is known for its relaxation-promoting effects. It can help increase the production of GABA and Serotonin.

• LEMON BALM LEAF EXTRACT

An herb that has been used for centuries with mild sedative properties. Traditionally has been used to promote relaxation, reduce anxiety, and improve sleep quality. May help alleviate restlessness and insomnia. Its extract contains various compounds, including Rosmarinic Acid and Flavonoids, which have calming effects on the body. Has been found to increase GABA levels in the brain.

• LAVENDER ESSENTIAL OIL

Has aromatherapeutic properties that can promote relaxation and stress reduction. Lavender has been shown to have a calming effect and improve sleep quality.

• MELATONIN (IMMEDIATE RELEASE & EXTENDED RELEASE)

Hormone that regulates sleep-wake cycles. Immediate release can help signal the body that it's time to sleep. Adequate levels are important for falling asleep and staying asleep.

Extended release can provide a sustained release throughout the night, helping to maintain sleep.

DIRECTIONS

For Use

Take two capsules daily, or as needed, preferably 30 minutes before bedtime or as recommended by your healthcare provider.

HELPFUL TIP:

Avoid using electronic devices or watching television for less stimulation at least one hour prior to bedtime.

WARNING:

You may experience residual drowsiness. This product is not intended to treat insomnia. Do not take while operating machinery or driving a vehicle. Consult a physician before using this product if you are taking medication, have a medical condition, are pregnant or lactating, have an autoimmune condition or depressive disorder, or are between the ages of 12- 17. Not for use by children under 12 years of age. If you are considering Melatonin supplementation, especially if you have underlying health conditions or are taking other medications, it is recommended to consult a healthcare professional. They can provide personalized guidance to ensure what is safe and appropriate for your individual needs.

Product PROMISE



*** DISCLAIMER: The information provided on this Product Knowledge Sheet is for informational and educational purposes only. It is not and should not be a substitute for professional medical advice, diagnosis, or treatment. You should seek the advice of your qualified healthcare provider regarding any and all questions you may have regarding a health or medical condition, and treatment. ***