

AMERICA'S NOT CLEARING THINKLY.

We're in a slight daze.
A lost edge here and there.

Not noticeable to the naked eye, but eerily apparent when you zone out and lose your train of... Wait, is the laundry done? Anyway...

America is suffering from a massive lack of sleep.

Sixty-eight percent¹ of us are sleeping less than the recommended seven hours per night.² That's a staggering 74,051,798,195 hours of missing sleep per year,¹ which, as you can imagine, has massive implications. America has suffered more than \$400 billion in lost productivity due to insufficient sleep in the past year alone.³

And it's not just affecting our output at work. It's impacting the health of our everyday lives. Did you know that sleeping less than six hours a night doubles the risk of a car crash⁴ and may impair your judgment like alcohol does?⁵ Imagine if two out of three of us were operating under the influence. Imagine if it was your nanny. Your surgeon. Your pilot.

But we aren't trying to scare you. Really, that's not our (sleeping) bag. We just want to wake you up to the sleep you need to get. We can do better, and frankly, we must do better for ourselves and better for each other. And it's simple, really. We're not asking you to give anything up. Instead, we're encouraging you to take something on: More sleep. That good sleep.

Because, like exercising or eating well, the right kind of sleep can change your life. Good sleep can change your outlook, relationships, work and even physical health. After all, just getting more than six hours of sleep a night decreases the risk of stroke by 4.5 times.⁶ Have you ever done more for yourself by doing less?

Simply put, to make the very best of our waking hours, we need to prioritize our sleeping ones. So join us, America. Let's reclaim our 74 billion hours and get back on the good-sleep wagon. Our health, our families and our future depend on it.

Sleep well,
The Sleep Experts™ at Mattress Firm

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sleep
score
labs™

¹ SleepScore Labs™, 2021

² Hirshkowitz, M.; Whiton, K.; Albert, S. M.; Alessi, C.; Bruni, O.; DonCarlos, L.; Hazen, N.; Herman, J.; Katz, E.S.; Kheirandish-Gozal, L.; Neubauer, D. N.; O'Donnell, A.E.; Ohayon, M.; Peever, J.; Rawding, R.; Sachdeva, R.C.; Setters, B.; Vitiello, M.V.; Ware, J.C., and Adams Hillard, P.J. (2015). "National Sleep Foundation's sleep time duration recommendations: methodology and results summary." *Sleep Health*, vol. 1, i, 40–43. <https://doi.org/10.1016/j.sleh.2014.12.010> Retrieved from: <https://pubmed.ncbi.nlm.nih.gov/29073412/>

³ Hafner, Marco et al. "Why Sleep Matters—The Economic Costs of Insufficient Sleep: A Cross-Country Comparative Analysis." *Rand Health Quarterly*, vol. 6, 4 11. January 1 2017. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5627640/>

⁴ AAA. "Missing 1-2 hours of sleep doubles crash risk: Study reveals the dangers of getting less than 7 hours of sleep." *ScienceDaily*. December 6, 2016. www.sciencedaily.com/releases/2016/12/161206110235.htm

⁵ Williamson, A.M. and Feyer, A.M. "Moderate sleep deprivation produces impairments in cognitive and motor performance equivalent to legally prescribed levels of alcohol intoxication." *Occup Environ Med.*, 57, 649–655. June 15, 2000. <https://pubmed.ncbi.nlm.nih.gov/10984335/>

⁶ Sifferlin, A. "Lack of Sleep Linked with Higher Stroke Risk." *Time*. June 12, 2012. <https://healthland.time.com/2012/06/12/lack-of-sleep-linked-with-higher-stroke-risk/>