

SvD PERFECT GUIDE

Sleep is the new status symbol?

By Victor Johansson
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Currently, researchers are working at the lab around the world to crack the code to the perfect sleep. Hammocks rocked, pillows tested, lavender fired and bedtime stories are tested. David Rose - Researchers at the Massachusetts Institute of Technology - has spent the past few years to investigate the optimal sleep environment.

- For me it is a rocking bed on a porch in northwestern Wisconsin, he told the New York Times. I have the weight of ten blankets over me and hear the wind whiz through the pine trees.

As a yardstick for the success and well-being is our most basic needs has become a billion dollar industry. Design accessories like Sense measures the air quality in the bedroom, digital headband Dreem rock to sleep with the sound waves and sleep spectacles as The Re-Timer resets the body's internal clock with green UV light.

Marian Salzman - American PR queen who trained at both Harvard and Brown - says that sleep has become a status symbol.

- Sleep is the easiest method to reboot your brain and your body. There is yet another weapon in career building and I can see it used between competing parents. If you want your child to be successful, you have to buy them all these sleep aids?

She explains that sleep is a skill that can be refined and cared for. Something like "increase human potential and prolongs life."

- Sleep is personal, it's quality, not quantity, and now sleep industry built on technical services tailored for me. It is a bizarre marriage between high tech and low tech. Chamomile tea will have a renaissance, as an antithesis to the whole pill thing.

“ Sleep is another weapon in career building

We all remember when the minimum sleep was considered a sign of success among business leaders and presidents. The paradigm shift seems to have occurred in recent years: Amazon CEO Jeff Bezos took the sleeping bag to the office and said that his eight hours of sleep was good for shareholders. George W. Bush clocked in at nine hours a night and a nap every afternoon. Arianna Huffington - founder of the Huffington Post - ended up as a publisher to become sleep entrepreneur. She released the book *The sleep revolution*, posed on press photos with pillows that had it embroidered message “Sleep you to the top” and - with its start-up companies Thrive Worldwide - organized anti-utbränningsprogram with players such as JP Morgan Chase and Uber.

“ Arianna Huffington posed with the message “Sleep you to the top”

We know that poor sleep weakens the immune system, impair memory and learning ability, and increases the risk of depression, diabetes and obesity. Last year, the RAND Corporation reported that sleep problems caused US companies losses of 411 billion dollars.

Now America's business leaders organized themselves to fight their employees sleep problems. Sleep Coach lectures and sleep seminar organized. Nancy H. Rothstein - Sleep ambassador for the career network LinkedIn - have developed sleep programs for several Fortune 500 companies.

- I would like to do a survey on how many people read their text messages while reading the sleep data on the mobile phone, she says. If you want to improve your sleep, you need to make changes in their lives. Your Apple Watch will not do it for you. With all the apps and inventions have sleep lost its simplicity. I think, makes it dark, quiet, cool and just slept.