

# Sleep Is the New Status Symbol

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Sleep is a commodity now, reports The New York Times.

If sleep used to be the new sex, as Marian Salzman, a trend spotter and chief executive of [Havas PR North America](#), proclaimed 10 years ago, today it is a measure of success — a skill to be cultivated and nourished — as a “human potential enhancer,” as one West Coast entrepreneur told me, and life extender.

“Sleep is the single most effective thing you can do to reset your brain and body,” Dr. Walker of U.C. Berkeley said. “We have a saying in medicine: What gets measured, gets managed.”

Sleep entrepreneurs from Silicon Valley and beyond have poured into the sleep space, as branders like to say — a \$32 billion market in 2012 — formerly inhabited by old-style mattress and pharmaceutical companies.

“I can see sleep being another weapon in competitive parenting and career-building,” Ms. Salzman said. “If you want your child to succeed, do you have to buy them these sleep devices? Sleep is personal, it’s class, not mass, and now the sleep industry is based on technical services, customized for me. It’s a bizarre marriage of high tech and low tech. Chamomile tea is going to have a resurgence, as the antithesis to the whole pharma thing.”

Read it all at [www.nytimes.com](http://www.nytimes.com)

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