

Scientific debate: why sleeping is the new status symbol in the world

Submitted by **Karen Reyes** on May 7 2017 - 9:16 am

Health



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A recent publication by the prestigious The New York Times puts you sleeping well as the new status symbol in the United States.

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The US Centers for Disease Control (CDC) calls insomnia a public health problem. And good sleep helps brain plasticity, according to studies in mice.

The little or no sleep becomes expensive as well: Last year, the RAND Corporation published a study that calculated the loss of bad sleep business in the United States by \$ 411 billion, which equates to a loss of gross domestic product of 2 , 28 percent.

Companies now fight against presenteeism, a neologism that describes the mediocre performance of employees who are not sleepy, with sleep programs like Sleepio, an online dream coach and dream fairs, such as the one he received last month In Manhattan Nancy H Rothstein, director of Circadian Corporate Sleep Programs and also known as the Dream Ambassador for LinkedIn.

Over the past few years, Rothstein has been designing sleep education and training programs for a number of companies such as the Fortune 500. At LinkedIn's Dream Show, he taught attendees how to make a bed and gave them analogue alarm clocks.

If the dream was the new sex 10 years ago, as Marian Salzman, trend observer and executive director of Havas PR North America, pointed out today, it is a measure of success, a skill to nurture and nurture, as a "human being ".

"Sleep is the single most effective thing you can do to restore your brain and body," explained UC Berkeley's Dr. Walker. "We have a saying in medicine: what is measured, handled," he said.

"I can see that sleep is another weapon in competitive parenting and building careers," Salzman said, adding, "If you want your child to succeed, do you have to buy these sleeping devices? Personal, it is kind, not mass, and now the dream industry is based on technical services, customized for me. It is a strange marriage of high technology and low technology. Machine tea will have a resurgence, as the antithesis to the Whole pharmaceutical thing ".

The family paradigm of success used to focus on the short bed narrative: corporate titans and world leaders - such as Martha Stewart - counted the short break as proof of their prowess. It turns out that short sleepers, as they are known, may have a genetic mutation, as Arianna Huffington noted in her 2016 book, "The Dream Revolution: Transforming Your Life One Night at a Time."

The US Army Has proclaimed the dream as a pillar of the soldiers' performance. And Jeff Bezos, Amazon's CEO, who used to wear a sleeping bag to work as a computer programmer, said his eight-hour sleep each night was good for his shareholders.

Huffington's new Thrive Global company, whose first-round investors include Internet entrepreneur Sean Parker and venture capital firm Greycroft Partners, is working with Accenture, JP Morgan Chase and Uber, among others, on the importance of dream. Aetna, the health care company, is paying workers up to \$ 500 a year if they can prove they've slept for seven hours or more for 20 days in a row.

Business and inventions around the dream

In the laboratories of the Massachusetts Institute of Technology (MIT) in Boston, USA, digital futuristic researcher David Rose is

studying sleep by making bedtime stories and hammocks, as well as lavender oil and cocoons.

Dr. Rose, researcher, inventor, entrepreneur and author of "Enchanted Objects: Design, Human Desire and the Internet of Things", and his colleagues have tried blankets to induce a sense of pleasure and listen to recordings of Icelandic fairy tales, An investigation into an ideal dream environment that can culminate in a siesta.

Meanwhile, at the University of California, Berkeley, Matthew P. Walker, professor of neuroscience and psychology and director of the Laboratory of Neuroimaging and Sleep, is working on direct current stimulation as a cure for insomnia in aging brain .

Walker is also investigating the millions of hours of human sleep data he has received from Sense, a delicate and lovely polycarbonate balloon designed to resemble the Beijing National Stadium that measures air quality and other intangibles in his bedroom.

Sense is the first product manufactured by Hello Inc., a technology company started by James Proud, a British entrepreneur, for whom Dr. Walker is the chief scientist.

In Paris, Hugo Mercier, a computer engineer, has invested in sound waves. It has raised more than 10 million dollars to create a diadem that induces the dream. The product, called Dreem, has been tested on 500 people (out of a group of 6500 applicants, Mercier said) and will be ready for sale in the short term.

That's when Ben Olsen, an Australian entrepreneur, hopes to introduce Thim, a gadget that is used on the finger and makes a sound to wake you every three minutes just before bed. It seems that sleep interruptions can cure sleep disruption (and Mr. Olsen, like all good dream entrepreneurs, has the research to prove it).

It's his second sleeping device. The first, the Re-Timer, a pair of glasses with little blue-green lights that shine again in your eyes, aims to restore the clock of your body. He said that since 2012, he had sold 30,000 pairs in 40 countries.

Pandemonium in the bedroom

But the growing heap of apps, gizmos and gurus - some unlikely corners - has led to "pandemonium in the bedroom," Rothstein said.

In 2015, actor Jeff Bridges made an album of spoken words, "Dreaming of Jeff," a project for Squarespace, which reached second place on the New Age list of Billboard and grossed \$ 280,000 for the No Kid Hungry campaign, Who is the national spokesman. He collaborated with Keefus Ciancia, the composer and music producer, in a really strange collection of quasi-stories to sleep, reflections on death and also a humming song, with Mr. Bridges' familiar hoarse voice and all kinds of environmental sounds which many listeners found more disturbing than inducing sleep.

"Dreaming of Jeff made me anxious, just like Sleep With Me, a podcast by Drew Ackerman, a serious voice librarian in San Francisco, whose boring bedtime stories" are designed to cure insomnia and are downloaded to a Rate of 1.3 million per month, as reported by The New Yorker last year, "Rothstein said, adding:" I am more attracted to the thousands of songs in the Spotify Sound Library, particularly whole channels and office air conditioning , And I have a white noise machine. But recently, desperately, I longed for a more substantial intervention, perhaps a cure for the insomniacs at 3 am "

"Mr. Mercier sent me his Dreem headset, a heavy rubber and wire crown that he warned would be a little uncomfortable." The finished product, about \$ 400, said, will be much lighter and thinner. Which made me pull it out every night. It warned me that I was reading and interfering with my brainwaves, a process I would rather not outsource, "Rothstein added.

The expert also experimented with the \$ 85 Phantom Pillow, which has "patent-pending thermal sensitivity technology" designed to keep the head cool. He felt "incredibly comfortable," but when he read what is made, a polyurethane foam, he lost sleep.

He also tried a \$ 28 Good Night Light LED Sleep light that comes with his own "patented technology" to support his body's melatonin production. But the bulb was too dim for his middle-aged eyes.

The search for an ideal, reparative and sufficient dream remains a difficult undertaking to find or conciliate for many people, who see the dawn arrive, with the tiredness that is read in their eyes.