

# NIGHT NIGHT

TOM ORGANIC. BETTER SLEEP. BETTER PERIOD.



**Did you know** sleeping with a nightlight can help regulate your cycle?



## TOM for tonight

TOM Organic was founded on the philosophy that no one should have to compromise their wellbeing or the health of the planet with the products they buy. Knowing that periods don't stop at night and that sleep is crucial to overall wellbeing, we developed our new TOM Organic overnight pads to help you sleep soundly. Made with the softest organic cotton, they offer complete leak protection so you feel supported through the night.

Together with this little book of sleep tips, we hope they help you achieve your best night's sleep, every night of the month.

*Aimee*



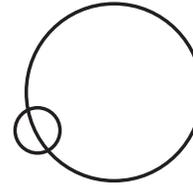
## WHY CAN'T I SLEEP?

### WHAT HAPPENS IN YOUR BODY DURING YOUR PERIOD.

The ebb and flow of your menstrual cycle, specifically the decrease of progesterone right before your period, can cause sleep-related issues such as insomnia and fatigue. The National Sleep Foundation found that 23 percent of women experience disrupted sleep in the week before their periods,

and 30 percent have disrupted sleep during their period. Understanding how your hormones change throughout your cycle, and developing simple and effective night-time strategies, can help you find a sense of relaxation. A good sleep can become possible, even during your most restless time of month.

## THE BEST TIPS FOR A REPLENISHING SLEEP.



### READ A NOVEL

The blue light we're exposed to through computers, TVs and mobile phones can throw out our circadian rhythms. Our bodies are conditioned to know that it's time for bed as the sun goes down yet in our modern world of technology, we're often not receiving these visual cues. Dim the lights and take in your media the lo-fi way. Absorbing yourself in a book can be just as effective as meditation for some people.

### GOODNIGHT TECHNOLOGY

Everything you read about optimal sleep recommends not mixing work, dating apps or Netflix with slumber. That means saying goodnight to all screens at least an hour before your bedtime. Make going tech-free more achievable by reducing the time spent on your phone a little bit each week - you may find you like the results.

### TURN DOWN THE TEMP

While a warm and cosy room can make us sleepy, it's actually better to sleep in cooler temperatures, around 16°C-18°C is the sweet spot. Our body heat peaks in the evening but then drops to its lowest levels while we're asleep. An overly warm room can cause restlessness through the night.

### GOOD MORNING EXERCISE

High intensity work outs can have serious stimulating effects, so even if you're feeling exhausted after your workout, that post-work gym routine could actually be keeping you awake at night. Try waking up that bit earlier and working out in the morning so you're really ready to hit your pillow when it comes to bed time.

### CREATE A BEDTIME SCENT

Essential oils such as lavender, clary sage, chamomile and bergamot are known to support relaxation and help you drift off to sleep. Creating a bedtime ritual by diffusing the same essential oils each night can cue your body that it's time to switch gears and start winding down. Experiment with a few different combinations of oils that you love. Pick your favourite and put your own bedtime scent on nightly rotation.

## HOW DO YOUR ENERGY LEVELS CHANGE THROUGHOUT YOUR CYCLE?

There are four distinct phases across our menstrual cycles. Each phase affects us differently, both physically and emotionally, due to hormone fluctuations. Understanding each phase can help us to create a routine that supports our health, and our sleep. Welcome to the seasons of your cycle...





\*Everyone's menstrual cycle is different. Please use this as a guide only.

## THE SEASONS OF YOUR CYCLE\*

### DAYS 1 - 5: MENSTRUAL PHASE

Progesterone is known as 'the relaxing hormone', and the low levels of both progesterone and estrogen when your period starts can make it harder to fall asleep. It is believed that estrogen may help with more restful sleep, meaning you might feel a bit tired even if do hit your 8 hours.

### DAYS 6 - 12: FOLLICULAR PHASE

Your body is preparing to release another egg and increases in estrogen levels boost your energy and feelings of confidence. Estrogen will help you have a restful sleep, but it's best to remain active during this phase to burn off extra energy and ensure you're tired when night falls.

### DAYS 13 - 18: OVULATION PHASE

When estrogen levels hit their peak, an egg is released, then estrogen drops off dramatically. The start of this phase will see you sleeping soundly, but you may notice a quick change to a less easy sleep. This is the time to make sure your night time routine is really on point.

### DAYS 19 - 28: LUTEAL PHASE

During the luteal phase, both progesterone and estrogen are rising again and sleep may come more easily. PMS is caused by a sharp drop in progesterone just before menstruation so be sure to look after yourself to ease cramps that may prevent a good night's sleep.

## WHY DOES ORGANIC MATTER?

Many of us are quick to read the ingredient list on the foods we buy, yet we don't often think about what's in the products we use on or inside our bodies. It may come as a surprise to learn that most feminine hygiene products aren't made with cotton at all, but a range of synthetic materials like rayon and polyester.

Those that are made with cotton, if not certified organic, can contain a whole host of chemicals and pesticides. When wearing our TOM Organic overnight pads, the only thing touching your skin will be pure, organic cotton. It's one less this you need to think about at night time.



## OUR NEW OVERNIGHT PAD THE TOM ORGANIC DIFFERENCE

TOM Organic cotton overnight pads were dreamed up with a good night's sleep in mind. They're designed not only for physical comfort, but for the comfort of knowing you're 100% protected from leaks, even while tossing and turning at night.

Made with an extra wide back and a second set of wings, these pads will move with your body without bunching or detaching. They are 25% longer than our super pads and twice as absorbent. More breathable than conventional products due to their composition of organic cotton and plant based materials, they're the best choice to get you through the night.

## A BED TIME (HI)STORY TRUTH OR MYTH?

We've all heard the stories of women's cycles syncing when they're living or working in close proximity, but is it truth? Or fable? You've no doubt experienced it yourself, or heard a friend talking about how they now get their period on the very same day as their sister, co-worker or bestie. It's a trend women have been reporting for possibly hundreds of years. A range of statistical studies on the topic all debunk the myth, calling 'mathematical chance' rather than real phenomenon.

It is true that on average, 1 in 4 women will have their period at any one time. Given that our cycles all differ in length, it's not hard to see how you might notice a cross over at times with the person you spend the most time with. Empirical evidence aside, there is such strong anecdotal evidence from women around the world, and throughout history, claiming that menstrual synchrony is a reality. When does anecdote trump science? We'll leave it for you to decide - do you call truth or myth on this one?



**Fun fact** In ancient Egypt, women used rolled up pieces of papyrus in place of tampons.