



Better sleep with SleepHub<sup>®</sup>

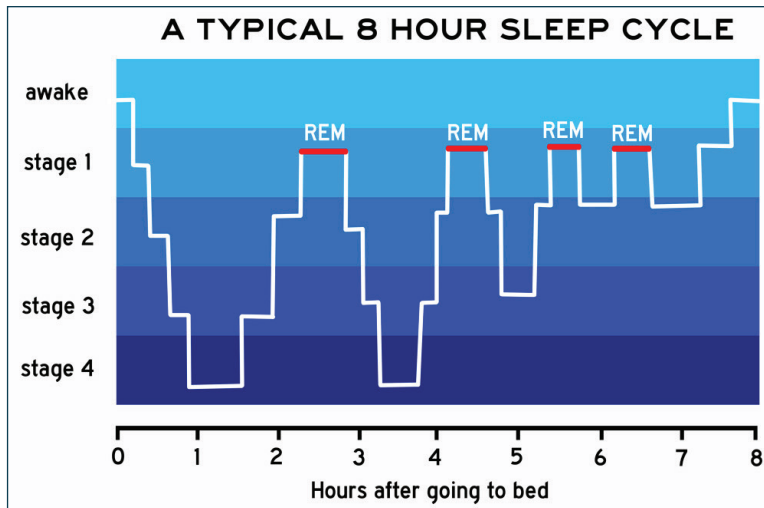
The science



# Understanding sleep

Although falling asleep may feel like our brain and body is shutting down, there is actually a lot happening within our brain. During a typically 'good' nights' sleep, the brain moves through five cycles of sleep. Within each cycle there are specific sleep stages and electrical patterns of brain waves that occur, predominantly Alpha, Theta, Delta. These frequencies are measured by sleep scientists in hertz (Hz).

Sleep data shows that in adults over the age of 22, normal and healthy human sleep cycles are remarkably similar, with sleep stages in a specific sequence and correct order.



*"With increasingly demanding lifestyles and everyday worries, the brain can gradually fall out of sync with natural sleep cycles. By understanding the science behind a good night's sleep, we have been able to develop a product that helps the brain return to those natural sleep cycles and improves health and wellbeing."*

Dr Julian Stone,  
Cambridge Sleep Sciences.

## How SleepHub® works?

Researchers at Cambridge Sleep Sciences investigated how soundwaves can influence our brain activity, even when we're asleep. By developing scientifically engineered soundwaves at the right frequencies and in a programmed order, they discovered it was possible to guide our brain through a text book sequence of sleep cycles and sleep stages.

Through two finely tuned speakers, SleepHub® plays psychoacoustic sounds with sinusoidal waveforms, in stereo. The sounds are formed of low frequency pure tones, which we call Sleep Sounds. Sleep Sounds emulate the brain activity which occurs during optimal sleep cycles, heard through the auditory pathways and received by our brain during sleep. Played in the right sequence for optimal sleep quality, these sound waves are the key to encouraging your brain to enter natural sleep cycles in the correct order.

With increasingly demanding lifestyles and circumstantial life events, our brain can gradually fall out of sync with natural sleep cycles. Our brains can actually 'forget' the correct sequence of sleep cycles and sleep stages. This is when sleep issues, such as insomnia, begin to develop and poor sleep habits can set in.

The SleepHub® Sleep Sound serves as a training aid to help you form new healthy sleep habits, addressing sleep issues for good.



# Clinical Trial of SleepHub®

Objective:	To what extent does SleepHub® improve the length and quality of sleep of people with sleeping problems?
Screening criteria:	Aged 18 and over, must have had sleep problem and most common insomnia symptoms. Excluded anyone who had sleep apnea or had taken sleeping medications in the past month.
Sample size:	41
Methodology:	Participants completed daily activities including Pittsburgh Sleep Quality index survey (PSQI), sleeping journal and Pittsburgh Sleep Diary (PSD)
Trial period:	3 weeks

**92%** saw a positive sleep improvement with, on average per night:

**155** minutes more time asleep.

**76** minutes less time awake.

**55%** reduction in number of times waking up.

## Key insights:

### Sleeping History

Majority experience difficulties getting and staying asleep. Though causes tend to be unknown to participants, some identified a high level of stress/anxiety as the most common trigger. Sleep problems impact all aspects of their life but most importantly their physical and emotional wellbeing despite having tried various remedies, including medications and sleeping hygiene tips to mend their sleep pattern.

### Diving into the SleepHub® Journey

Over the 3 week trial, on average participants have seen their sleep quality increase incrementally: sleeping on average an additional 2h35, waking up 1.5 times less often, spending a third of the time they used to spend awake during the night, and with a large proportion feeling calmer, more alert during the day compared to the first night of the study.

### Overall Experience

Whilst a large majority felt SleepHub® had a positive impact on how long, how effectively and uninterrupted they slept, the effects also reached various aspects of participants' daily lives with respondents seeing a resurgence in energy levels and improved general mental wellbeing.

SleepHub® is available in Australia online and through various specialty retail outlets.

[www.sleephubdevice.com.au](http://www.sleephubdevice.com.au)

**wenatex**®  
THE SLEEP SYSTEM

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*"SleepHub® has improved my sleep dramatically. I am lulled to sleep by the sound of rain that continues through the night, so should I wake up at some odd hour, the rain puts me straight back to sleep. Better still, my husband who is a chronic insomniac has never slept better. Something has definitely shifted in his brain wave activity and he is falling (and staying) asleep easily with this device."*

**Catherine, Journalist, Sydney**

*"I have always suffered from sleep issues since I was very young. I struggle with falling asleep and sleeping through the night. I've used SleepHub® for almost two months now and during those two months my sleep quality has increased beyond expectations. I fall asleep within anything between 6-20 minutes now whereas before it would often take me 1-1.5 hours. I also stay asleep for the whole night and wake up feeling like I've actually slept. I'm extremely (and pleasantly) surprised about how impactful the SleepHub® system has been on my sleep routine and I genuinely couldn't recommend it highly enough."*

**Caroline, Speaker and Certified Health Coach, Sydney**

*"I first saw SleepHub® at a demo at my workplace and decided to trial it. I'm a very restless sleeper, so very keen to try it for myself. Within the first few nights I had such a great change using SleepHub®. SleepHub® helped me get to sleep easier, as well as to stay asleep. I had much less waking up during the night, and I woke up feeling more refreshed than in a long time! Better quality sleep and more sleep overall. Success! Very easy to use and so glad I tried it for myself!"*

**Nicole, Occupational Therapist, Brisbane**

*"The SleepHub® - love it. My quality of sleep and level of sustained alertness is really noticeable after two nights use. I now use it every night and my quality of sleep has improved ++++. I have used all features in the device and adjust the alarm depending on work commitments. The Deep Sleep function is by far the best function."*

**Leanne, Lecturer, Brisbane**



**CAMBRIDGE**®  
**SLEEP**  
**SCIENCES**  
Science powered sleep

SleepHub® is the first innovation from Cambridge Sleep Sciences Ltd., a subsidiary of Barkby Group PLC. Cambridge Sleep Sciences strives to improve health and wellbeing through the power of natural sleep. It combines the principles of science with cutting-edge technology to enhance brain activity during sleep and develop innovative products that improve quality of life and re-energise lives.