

DailyZz™ for Better Sleep and Next-day Function^{^5*}



Everyone knows that quality sleep is essential for life, health and happiness—but many of us don't get enough of it. A 2020 global survey with more than 26,000 consumers including the US and Europe found that 55% of consumers were unhappy with the daily amount of sleep and around 50% with the quality of their daily sleep.¹

Consumers spend billions on sleep aids every year, but many prefer natural solutions.² Many products either don't work well or rely on sedation that generally impairs daytime function.³ This gap is a huge opportunity in the growing global market for natural sleep support, which is expected to reach \$1.5 billion by 2022.⁴



WAKE UP TO THE DIFFERENCE

- ✓ Clinically studied, statistically significant health benefits
- ✓ 100% natural, safe and non-habit forming
- ✓ Numerous product formats and ingredient combination possibilities

INTRODUCING DailyZz™

DailyZz™ is a natural, proprietary botanical blend that clinical research shows can significantly improve both sleep quality and next-day functioning in seven to 14 days.⁵ DailyZz™ combines water-extracts of spearmint and green tea rich in naturally occurring polyphenols that promote healthy sleep for a better next day.



2x
BETTER SLEEP
QUALITY

5x
IMPROVED
CONCENTRATION

20_{ms}
FASTER
REACTION TIME
200% faster in a
concentration task

2.5x
BETTER
JUDGMENT
in a risk-taking scenario

60%
IMPROVED
VISUAL RECALL
& PROCESSING

[^]Recommended conditions of use: Healthy adults with occasional sleep complaints, take 485 mg of DailyZz™, 30 minutes before bedtime. Effects noted after 30 days.

All summary results are based on a priori analysis of DailyZz™ versus placebo and were statistically significant with $p < 0.05$



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CLINICAL RESEARCH: DailyZz™ IMPROVES SLEEP QUALITY & DAILY FUNCTION

A new sleep study found that DailyZz™ significantly improved the sleep quality and next-day function of healthy adults who had occasional sleep complaints.⁷ These exciting benefits make DailyZz™ the first clinically studied, natural, nightly solution for a quality next day. University of Arizona researchers conducted the randomized, double-blind clinical trial with 100 healthy adults, ages 22-50. Participants either received 485 mg of DailyZz™ or a placebo 30 minutes before bed.

Outcomes were measured by various rigorous testing methods including computerized performance testing and validated sleep diary surveys, the gold standard for assessing the subjective sleep experience, that showed statistically significant improvements for people taking DailyZz™ compared to placebo.^{^#8}

Individuals taking DailyZz™ showed
NEXT DAY TRENDING IMPROVEMENT
in concentration and judgement in a risk-based
scenario in as early as **ONE WEEK**⁹

UNIQUE FORMULATION OPPORTUNITIES

Ease of formulation
Complementary
with melatonin
Water soluble



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THE SCIENCE OF SLEEP

Sleep plays an important role in mind-body interactions essential to overall health and well-being. Sleep triggers a host of biological activities that profoundly affect almost every cell, system and function in the body.⁶ Seven hours of sleep each night is not only optimal for adults; our bodies cannot function properly without it.

Sleep is Essential to Body and Mind Functions

- Cell growth & repair
- Energy levels
- Appetite & body weight
- Blood pressure & cardiovascular health
- Immune system
- Learning
- Memory
- Problem-solving
- Concentration
- Mood

- | | |
|---------------------|-------------------|
| ✓ GRAS | ✓ Kosher |
| ✓ Non-GMO | ✓ HALAL |
| ✓ Non-habit forming | ✓ Made in the USA |
| ✓ Vegan | |

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This product is not intended/recommended for children. If pregnant, nursing, under a physician's care or taking medication, consult your health care professional before use. The suggested precautionary statement is similar to statements occurring on the labeling for other plant extracts. Inclusion of this statement, or a variation of this statement, will depend on your company's labeling practices, the composition of the finished product, and its directions for use.

Companies need to make their own determination regarding whether there is a substantiation for the claims for their finished products, taking into consideration product formulation, dosage and directions for use, and for ascertaining the proper use of this product with regard to applicable laws and regulations. **This business to business communication is not intended to be directed to the final consumer.** References available upon request from Kemin.com/health