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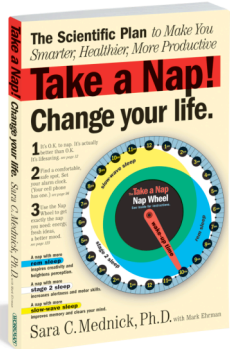
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Don't Miss the Wake-Up Call

Take a Nap! Change your life.

**The Scientific Plan to Make You Smarter, Healthier,
More Productive**

6.7
Average number of hours
Americans sleep each night



America is a nation of the walking tired. About 50 million Americans suffer from sleep deprivation, reports the National Sleep Foundation. The drain on businesses is staggering: a Cornell University study found that tired workers cost U.S. industry \$150 billion a year in reduced job productivity and fatigue-related accidents. Whereas our great-grandparents often got 10 hours of sleep a night, most of us are averaging 6.7 hours—well below the sleep experts' suggested 8 hours.

But America is about to receive a wake-up call. **TAKE A NAP! CHANGE YOUR LIFE.** (Workman Publishing; January 2007; \$12.95; paperback) is the groundbreaking work of Dr. Sara C. Mednick, a researcher at the Salk Institute at the University of California, San Diego, and the world's leading authority on the nap.

Her research proves that fitting a nap into your everyday schedule increases alertness, boosts creativity, and reduces stress. A daily nap may also reduce the risk of a heart attack, aid in weight loss, and improve memory.

Seven-time Tour de France winner **Lance Armstrong** and former president **Bill Clinton** are just two well-known nappers who would agree with scientists that a midday snooze is both natural and helpful. **Leonardo da Vinci**, **Isaac Newton**, **Napoleon Bonaparte** and **Albert Einstein** are some of civilization's most brilliant minds who also heeded their bodies' call for a nap. Today, most of us cannot fit a 90-minute nap into our daily schedule. However, using cutting-edge research into sleep's effects on the brain and body, we can now design the perfect nap for *us*, whether we're young or old, students or mothers, nine-to-fivers or shift workers.

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Dr. Mednick's nap research began six years ago when she was a graduate student at Harvard. She survived her busy days with shots of espresso and splashes of cold water on her face. But a nap on a ratty old couch in the Department of Psychology one afternoon changed her ways—and the subject of her doctoral thesis. Her graduate work, which was reported in the prestigious journal *Nature Neuroscience*, and her subsequent research on the positive effects of napping, led to a grant with the Department of Defense, research collaboration at major universities, and consultation work at private businesses, among many other opportunities.

TAKE A NAP! CHANGE YOUR LIFE. is the scientifically-proven program based on Dr. Mednick's ground-breaking research. With advice on when to nap; how long to sleep; and how not to wake up groggy, the book also includes tips on creating the right nap environment, a 16-step technique for falling asleep, and a six-week napping workbook. The book also features an accessible "Nap Wheel," showing readers precisely when they should nap for desired results (the optimal time to take a nap rich in REM sleep, which inspires creativity and heightens perception, or a different nap with more Stage 2 sleep, increasing alertness and motor skills).

The other health benefits of napping include:

- **Preserving youthful looks.** Adding a nap improves skin and tissue regeneration.
- **Revitalizing libido.** Sleep deprivation dampens sex drive and sexual function. Napping reverses those effects.
- **Contributing to weight loss.** Studies reveal that sleepy people reach for high-fat, sugar-rich foods more than people who are rested. Napping also produces more of the growth hormone that reduces body fat.
- **Reducing the risk of heart attack and stroke.** Fatigue contributes to hypertension, heart attack, arrhythmia and other cardiovascular disorders, even in otherwise physically-fit subjects.

Dr. James B. Maas, author of *The New York Times* bestseller **Power Sleep**, sums up Dr. Mednick's research this way: "Dr. Sara Mednick's groundbreaking research provides compelling evidence that a midday snooze provides psychological and cognitive benefits. If you want to be fully alert, energetic and in a good mood all day long, Take a Nap."

The simplest solution to the ever-present problem of sleep deprivation is free, nontoxic, and has no dangerous side effects. Isn't it time for napping to gain the respect it deserves?

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TAKE A NAP! CHANGE YOUR LIFE.: The Scientific Plan to Make You Smarter, Healthier, More Productive
By Sara C. Mednick, Ph.D. with Mark Ehrman

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6" x 9" • 160 pages • Full-color Nap Wheel on cover

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