

Easing re-entry with sleep and stress support



Surveys show tens of millions of Americans suffer from what's been termed "Coronasomnia". Let's do a deep-dive on natural support for sleep—you'll learn about some promising new nutraceuticals from our friends at CV Sciences in the following article. (And for a limited time, my audience can get 30% off these great new products—just use code HOFFMAN30 at checkout).

—Dr. Ronald Hoffman

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As the world begins to open back up, people find they are struggling with stress, tension, and sleeplessness while transitioning into a new "normal". Due to this change, many people are now looking for relief from re-entry worries by turning to products with natural ingredients to offer a gentle response to stress and sleeplessness.

PlusCBD Wellness Blends

Trying days and restless nights can make it difficult to keep up with an ever-changing society and the demands it puts on us every day. Stress and sleeplessness can also negatively affect performance and long-term health.

PlusCBD Wellness Blends were formulated alongside the CV Sciences team of doctors and scientists to take full advantage of key dietary ingredients to promote relaxation during the day and night. Wellness Blends gummies combine the balancing effects of hemp-derived cannabidiol (CBD) with research-backed botanicals and nutraceutical ingredients to promote sleep and minimize the effects of stress. At the core of PlusCBD Calm and PlusCBD Sleep gummies is CV Sciences' well-researched full-spectrum hemp-derived PlusCBD. PlusCBD has been validated for safety and efficacy in published toxicology studies, case series, clinical trials, and post-market adverse event reporting. CV Sciences recommends daily use of these Wellness Blends products to help encourage calm and relaxation, and following a good night's sleep to be alert, focused, and ready to take on the day.

PlusCBD Calm

In our modern lives, we are challenged by stress stemming from work, bills, parenthood, and more. The HPA-axis, evolved under the context of transient fight or flight response, can struggle to adapt to stressful situations. A heightened chronic stress response can have a lasting impact on both your physical and mental health. Many individuals have turned to dietary supplements to promote a healthy sense of calm and help minimize the effects of stress on their lives. PlusCBD Calm Gummies feature 100 mg of L-theanine and 50 mg of 5-HTP to help you find a sense of peace and contentment.

L-theanine:

A non-proteinogenic amino acid uniquely found in green tea, L-theanine is regarded for its ability to promote relaxation and healthy stress response. L-theanine primarily interacts with the glutamatergic neurotransmitter system, and is a **partial agonist at the NMDA receptor**, while acting as an **antagonist at AMPA or Kainate ionotropic glutamate receptors**, albeit with low affinity. Given that both excess and deficient glutamate signaling is associated with cognitive dysfunction, the mild pharmacology L-theanine can be thought of as promoting a "Goldilocks" effect in brain signaling: *not too little, not too much, just right*. L-theanine is researched to inhibit excitotoxicity via this glutamatergic pathway and promote neuroprotection. Additionally, L-theanine may also **increase levels of serotonin, dopamine, and GABA**. Through these increased neurotransmitter levels, L-theanine can heighten mood and help with stress-related issues.

5-HTP:

5-hydroxytryptophan (5-HTP) is included in PlusCBD Calm as a dietary ingredient (derived from *Griffonia simplicifolia* seeds) used to elevate brain serotonin levels. Endogenously, 5-HTP is generated in the brain from the amino acid tryptophan, before it is converted into serotonin. Healthy levels of serotonin are in association with positive mood and relaxation. Serotonin can also be further metabolized to melatonin and the **pineal gland and dreams-associated compound known as pinoline**. Thus, PlusCBD Calm can be used to both promote daytime relaxation and lead to a better neurochemical milieu for nighttime.

PlusCBD Sleep

The average adult needs at least seven hours of sleep a night, but for many, it is difficult getting that much quality sleep. Poor sleep can have far-reaching effects on your physical and mental health, making a restful night all the more important.

Many factors can lead to sleeplessness:

- stress, anxiety, and depression
- excessive screen time
- irregular sleep patterns
- poor diet
- overuse of caffeine
- medications
- environmental factors like noise, light, or a snoring partner
- sleep disorders like sleep apnea

Alongside lifestyle changes, supplementing with certain botanical or nutraceutical ingredients can support a natural circadian rhythm to relieve occasional sleeplessness. PlusCBD Sleep Gummies offer non-habit-forming sleep support that is safe enough to use every night.

Melatonin:

Melatonin is a hormone created naturally during the night to assist the body as it prepares for sleep. It was first discovered to be part of our body's natural circadian rhythm in the mid-1970's. By 1995, the first patent for melatonin as a sleep aid was approved. Now, melatonin is the most commonly used sleep-supporting supplement in the U.S., primarily because its research supported efficacy.

As the sun goes down and darkness falls, the pineal gland secretes melatonin to promote sleepiness and help you sleep through the night. Studies indicate that higher frequency blue light emitted from cellphone, television, and computer screens are potent suppressors of endogenous melatonin production, impairing sleep/wake cycles. Thus, supplementation with melatonin may be useful to reinforce the circadian rhythm before bedtime for those of us surrounded by electronics.

Magnolia Bark:

Magnolia bark has been used in traditional Asian medicine practices for thousands of years to promote relaxation and induce sleep. The two best-understood constituents of Magnolia bark are the polyphenols magnolol and honokiol. Just as Cannabis and CBD support the endocannabinoid system, magnolol and honokiol are studied as ligands for the cannabinoid binding 1 and 2 receptors. Additionally, these compounds act on the GABAA receptor, which may explain their sedative effect.

Lemon Balm:

A member of the mint family, lemon balm is commonly used in culinary arts, as well as in aromatherapy and traditional medicine. Lemon balm contains a treasure trove of phyto-constituents, including triterpenoids ursolic acid and polyphenols rosmarinic acid. Rosmarinic acid is studied to regulate the GABA system, promoting sleep. Lemon balm is traditionally used as a nervine tonic, for the digestive tract and as an

antioxidant that may support the immune system.

Doctor Formulated Stress and Sleep Support

Safe for daily use, PlusCBD Calm and Sleep Gummies take advantage of powerful active ingredients backed by research to help improve mood, minimize tension, and support restful sleep – even in the face of uncertainty and difficult change.

Try PlusCBD Calm and Sleep Gummies now and discover peaceful days and tranquil nights.