













SALES INFO | DREAMON™ ZEN

## **SWEET** DREAMS. GOOD MORNING.



## **Supplement Facts**

Serving size 2 capsules Servings per container 30

AMOUN	T PER SERVING	%DV
DreamOn™ Zen Herbal Blend (490 mg/cap):	980 mg	†
Passion Flower herb, Valerian root, German		
Chamomile flower, Lemon Balm herb, Black	(	
Cohosh root, Hops flower		
Overnight Mood Support Blend (110 mg/cap):	220 mg	†
Jujube fruit, Lavender herb		
5-Hydroxytryptophan (HTP) (25 mg/cap)		
ConcenTrace™ AC (14 mg of Magnesium per ser	ving) 65 mg	†

† Daily Value (DV) not established

Other ingredients: Vegetable capsule, rice bran extract

SUGGESTED USE: Adults and children age 12+, take 2 capsules 30 minutes before bedtime. Restfulness should follow within 30-60 minutes. Dose may be adjusted for individual needs.

As with any supplement, if you are pregnant, nursing, taking medication, have a medical condition, or have difficulty swallowing, consult your doctor before use. Keep out of reach of children. Do not use if safety seal around cap is broken or missing.

MADE WITHOUT artificial colors, dairy, gluten, magnesium stearate, nuts, preservatives, sesame, soy, wheat, or yeast. Not produced with genetic engineering. Capsule size "00."

\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.



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& MORNING MOOD SUPPORT

- Quality sleep
- Overnight mood support
- Wake refreshed No typical after-effects

HERBAL & NUTRITIONAL SUPPLE

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#### DREAMON™ ZEN TARGET CUSTOMER:

- DreamOn™ Zen is for those who experience restlessness or an active mind when trying to sleep.
- Anyone who wants to experience quality REM sleep, a calm mind, and a balanced stress response, or for those whose nervous systems have been activated by the stimulant caffeine.
- Anyone who wants evening support to balance their caffeine intake.
- Anyone who prefers their sleep support to be melatonin free.

### CUSTOMER PITCH

RidgeCrest Herbals' natural, gentle DreamOn™ Zen formula combines safe and effective herbal solutions, such as Chamomile, Lemon Balm, Passion Flower, and Valerian that tap into the body's genuine ability to self-calm and relax for optimal sleep. It further supports daily mood with 5-HTP, all without unwanted effects or reliance on hormone replacements like melatonin, helping you have a cheerful morning.

# RETAILER EDUCATION SPOTLIGHT

#### LET'S TALK INGREDIENTS:

#### **Overnight Mood Support**

**Passion flower:** In sleep studies, this herb has demonstrated support for restfulness, peaceful sleep, energy, quality of sleep, and stress.

**Valerian root:** By working with the cortex of the brain, Valerian encourages more time spent in REM sleep, while also supporting cognitive function and energy in the morning. When combined with Hops, this herb can help with the effect caffeine can have on sleep.



**Jujube Fruit:** This herb supports the nervous system by working with the body's GABA neuron activity, and helps the serotonergic system, which is responsible for sleep, appetite, cognitive function, and mood. It helps with sleep quality and feelings of overall calmness and well-being.



**Hops:** The bitter resins contained within Hops help support the levels of GABA in the body. When combined with Valerian, it helps to calm the mind, and supports the body's ability to fall asleep, and restful sleep. As above, these two also can help with the effects of caffeine and calm the brain.



**Lemon Balm:** In addition to supporting overall calmness and cognitive function, Lemon Balm has been shown in research to support sleep quality, a happy mood, and helps with stress. When combined with Valerian, this herb helps with restful sleep.

**5-HTP:** 5-Hydroxy-Tryptophan is the direct precursor to serotonin, which is known to help with REM sleep. It supports sleep quality, undisturbed sleep, restfulness, and a positive mood. When paired with Hops and Jujube, among other ingredients, it encourages ease of falling to sleep, peaceful sleep, and morning clarity, by working with the body's GABA activity.





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