

A Good Night's Sleep is Just a Switch Away

100% effective method of protection from electric fields
Automatic Demand Switch \$295.00
Remote Control Demand Switch \$395.00

- In 2002, a Statistics Canada study estimated that 3.3 million Canadians suffer from insomnia.¹
- Sleep treatment centers are encountering increasing patient referrals exhibiting a broad range of sleep disorders.²
 - Nearly one in two people (44%) are sleeping worse now than they were a year ago
 - Around a quarter (22%) wake up more than three times a night.
 - Despite 52% of survey respondents claiming that they need at least 8 hours sleep a night, just 17% are managing to do so.

Sleep is meant to be restorative. Strategic installation of demand switches in your home is an essential step towards creating the type of sleep environment in which our bodies can rest and regenerate.



Has EMF Exposure Been Keeping You Awake At Night?



When we sleep our beds are surrounded by an invisible curtain of electric and magnetic fields referred to as **Extremely Low Frequencies (ELF)** or **Electromagnetic Frequencies (EMF)**. These fields are toxic byproducts generated by all wiring, lighting and electrical appliances in our homes. Once installed a demand switch reduces exposure to these fields by conveniently cutting or restoring power as required on the offending bedroom circuits. The result is an effortless, restful, and EMF mitigated sleep.

- Consider:**
- EMF has been rated as a class 2B; possible human carcinogen by the US Government's National Institute of Environmental Health Sciences (NIEHS)³
 - EMF exposure can lead to a serious reduction in melatonin production.^{4,5,6} Melatonin is a powerful neurohormone, produced by the body when we sleep, that:
 - is vital in regulating our bodies' sleep processes
 - scavenges free radicals in all cells
 - is a potent antioxidant with anti-aging and anti-cancer properties
 - assists in maintaining a healthy immune system and mediates many hormone functions⁷

Note: Melatonin disruption is just one example of possible biological impacts related to EMF exposure.

SUPPORTING STUDIES:

1 Tjepkema, M. "Insomnia". Health Statistics Division at Statistics Canada: Toronto Regional Office, 25 St. Clair Avenue E., Toronto, Ontario, M4T 1M4.
 2 Punjabi, N.M. Welch, D. Strohl, K. "Sleep Disorders in Regional Sleep Centres: A National Cooperative Study". Sleep. American Academy of Sleep Medicine. 23 (4) (2000):471-480
 3 NIEHS, National Institute of Environmental Health Sciences – National Institute of Health. "Electric and Magnetic Fields". 2008. <http://www.niehs.nih.gov/health/topics/agents/emf/>
 4 Davis, S. "Weak residential Magnetic Fields affect Melatonin in Humans", Microwave News, Nov/Dec 1997.
 5 Graham, C., Cook, M.R., Sastre, A., Riffle, D.W. and Gerkovich, M.M. "Multi- night exposure to 60 Hz magnetic fields: effects on melatonin and its enzymatic metabolite." J Pineal Res (2000) 28(1): 1-8.
 6 Wilson, B.W., Wright, C.W., Morris, J.E., Buschboim, R.L., Brown, D.P., Miller, D.L., Sommers-Flannigan, R. and Anderson, L.E., "Evidence of an effect of ELF electromagnetic fields on human pineal gland function." J Pineal Research (1990) 9(4): 259-269.
 7 Reiter, R.J. and Robinson, J. "Melatonin: Your body's natural wonder drug". Publ. Bantam Books, New York. 1995