



Valerian (*Valeriana officinalis*, fresh [undried] root) reduces sleep latency, which means it helps reduce the amount of time it takes to fall asleep. Valerian has been used for centuries as a calming agent for

those experiencing states of anxiety and agitation that prevent sleep.

Passionflower (*Passiflora incarnata*, fresh [undried] flowering herb tip) is especially helpful for those with active minds that won't quiet down at night. It is the remedy of choice when the "Chattering Mind Syndrome" prevents sleep. Passionflower is useful for uneasy sleep which is the byproduct of over-excitement or menopause.

Chamomile (*Matricaria recutita*, fresh [undried] flower) is a useful herb for mild to moderate uneasy sleep. It is especially useful when physical agitation leads to sleeplessness.



Lemon balm (*Melissa officinalis*, fresh [undried] whole herb) produces a sedative action that calms and normalizes respiration, cardiac rhythm and blood pressure. In combination with California poppy, Lemon balm helps to re-establish a normal sleep pattern and depth.

Oat (*Avena sativa*, fresh [undried] seed in the milky stage) is an excellent nervous system tonic. It is also useful when suffering from exhaustion or recuperating from a debilitating nervous disorder that prevents restful sleep.

Orange (*Citrus sinensis*, dried whole peel) is considered a mild sedative in Traditional Chinese Medicine.

Some questions and answers about Deep Sleep®.

Q: What is the best way to take Deep Sleep®?

A: Take one Deep Sleep® fast-acting softgel or 40 drops of Deep Sleep® liquid herbal extract (classic formula or alcohol free) one hour prior to sleep and repeat amount at bedtime, regardless of whether bedtime occurs at night or during the day. Unlike conventional sleep drugs, this formula begins to work best after the second or third night. Be aware that, the more ingrained the sleep problem, the longer it takes to change the sleep pattern.

Q: Can I take Deep Sleep® in addition to a sleep prescription or an over-the-counter sleep drug?

A: Combining Deep Sleep® with other over-the-counter or prescription sleep drugs is not recommended. Their effects may be multiplied and side effects may occur. It is best to take only one or the other.

Q: I am presently taking antidepressant herbs or drugs and I'm still having sleep problems. Can I take Deep Sleep® along with my antidepressants?

A: Antidepressants and Deep Sleep® are compatible. Deep Sleep® may be used before bedtime when the inability to fall or remain asleep is a problem. Antidepressants and Deep Sleep® should be taken about a half-hour apart.

FAST-ACTING PROPRIETARY FORMULA

Contains extracts of:
 fresh flowering California Poppy plant*
 fresh Valerian root*
 fresh Passionflower herb tip
 fresh Chamomile flower*
 fresh Lemon Balm herb*
 fresh Oat seed in milky stage*
 dried Orange peel*
 *certified organic herb

FOR INFORMATION, CALL 888-433-1212
 OR VISIT US AT WWW.HERBSETC.COM

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ABOUT HERBS, ETC.

Herbs, Etc. has been widely recognized within the natural health industry as a leading manufacturer of high quality, potent liquid herbal medicines for more than 35 years.

The Herbs, Etc. family of products features a line of Fast-Acting Liquid Herbal Softgels, a line of Professional Strength Classic Liquid Herbal Extracts containing over 130 single extracts and formulas, as well as a line of Professional Strength Alcohol-Free Liquid Herbal Extracts.

Daniel Gagnon, owner of Herbs, Etc. and a Medical Herbalist since 1976, has been an early proponent of the healing properties of herbs. He has focused his energy into creating synergistic herbal medicines and unique processes for ensuring potency. He regularly teaches herbal therapeutics in North America and abroad.

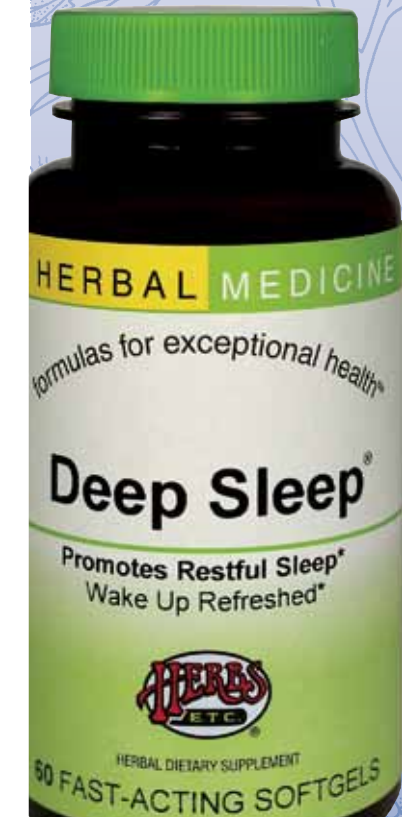


Solutions You Trust®

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Can't Sleep?

Deep Sleep®



Natural Sleep Aid

- Promotes restful sleep
- Lets you fall asleep
- Helps you stay asleep
- Wake up feeling alert

GOOD SLEEP MAKES A WORLD OF DIFFERENCE.

DO YOU LACK RESTFUL SLEEP?

Hi, I'm Daniel Gagnon, Medical Herbalist. The number one goal of my practice is to provide my clients with healthy results.

Many people suffer from occasional sleep problems. They may manifest as an inability to fall asleep, waking up too early, then not being able to fall back to sleep, or falling into a fitful sleep. Other individuals wake up more tired than when they went to bed.

Here are some eye-opening statistics about the problem:

- 58% of adults experience minor sleep problems one night each week.
- Sleep problems affects more than 70 million Americans (one out of four!) annually.



- Sleep problems affect more women than men (40% vs. 30%).
- Older adults tend to suffer from chronic (constant) sleep problems.

- Younger adults tend to suffer from transient (short term) and intermittent (on and off) sleep problems.

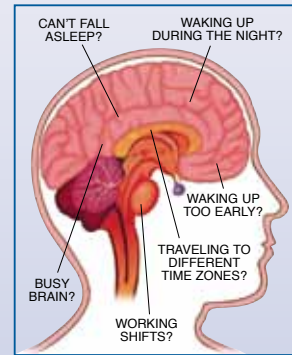
When your body does not get the rest it needs, it does not rejuvenate.

Everybody needs REM sleep.

Deep, relaxing, rapid eye movement (REM) sleep is critical for a healthy body and mind. It is during REM sleep that dreaming occurs. A wealth of research has shown that dreams are essential for processing the daily events of our lives.

I have formulated an herbal sleep solution called Deep Sleep®, which offers substantial benefits for people with sleep problems and seeking restful sleep.

Deep Sleep® is not habit forming, has no side effects and does not interfere with REM sleep. So you wake up feeling refreshed and alert, not lethargic, groggy or tired in the morning.



DEEP SLEEP® HELPS YOU FALL ASLEEP, STAY ASLEEP AND WAKE UP FEELING REFRESHED.

What is Deep Sleep® and how does it work?

Deep Sleep® is a synergistic, multi-herbal formula designed specifically to help people with various types of sleep problems such as:

- Difficulty falling asleep
- Waking up frequently during the night with difficulty returning to sleep
- Waking up too early in the morning
- Unrefreshing sleep

Deep Sleep® lets you fall asleep.

Deep Sleep® calms the body and mind and addresses such symptoms as:

- Agitation and restlessness
- Mild anxiety
- Mild cramps or muscle spasms

Deep Sleep® also reduces sleep latency. Reducing sleep latency means you fall asleep more quickly than if you attempted to do so naturally. And, Deep Sleep® stops excessive internal chatter, allowing your overactive mind to slow down and let you fall asleep.

Deep Sleep® helps you stay asleep and wake up feeling energized and refreshed.

Negative sleep patterns become deeply ingrained over time. Here are examples of negative sleep patterns you may have experienced:

- You go to bed, immediately fall asleep, only to wake up at a specific time, for example, 2:17 AM on the dot. You're awake for thirty minutes to an hour, and then finally fall back to sleep.
- You fall asleep and stay asleep until 4 AM. From then on, sleep is impossible and you might as well get up.
- You have trouble falling to sleep and when you finally do, it's fitful and interrupted.

Deep Sleep® re-educates the brain's sleep center and works to counteract negative sleep patterns. It assures proper sleep depth — not too shallow or too deep.

The Herbs, Etc. difference

There are a number of reasons why Deep Sleep® is superior to other herbal sleep products.

We use fresh (undried) whole herbs.



Many herbs must be processed while fresh (undried) to retain their full medicinal qualities. To protect and retain

their fragile constituents, our fresh, certified organic herbs are picked and shipped in refrigerated containers overnight. These farm-fresh herbs are received within hours of being picked; and after they are released by quality control, they are immediately ground and extracted while fresh, succulent and vibrant. Deep Sleep® delivers a complex of active constituents that none of our competitors' products possess. This explains, in part, why Deep Sleep® is one of the most requested natural sleep aids in the natural foods market.

We grind our herbs using an ultra-cold method.

This method, called cryogenic grinding, is exclusive to Herbs, Etc. We observed over the years that the grinding mill became extremely hot. This was a serious concern since it is known that heat destroys many of the active constituents of an herb. To prevent damage to these delicate constituents, we pioneered a method of grinding that uses liquid nitrogen to cool the grinding chamber. The temperature of the herbs never exceeds 30° F resulting in stronger medicines.

We tumble our herbs for 12 hours non-stop.

To ensure the total extraction of active constituents, we developed an exclusive process called Kinetic Maceration. In this method, liquid and herbs are put in a container and tumbled continuously for 12 hours. Other manufacturers mix their macerating herbs for about five minutes a day. Analyses show that Herbs, Etc. extracts 20-50% more of the active constituents than the old-fashioned maceration methods used by our competitors.

Starting with whole farm-fresh herbs, keeping them cool during the grinding process and then tumbling the herbs using our exclusive Kinetic Maceration method provides you with a superior and more potent natural sleep aid.

What's in Deep Sleep®?

Deep Sleep® is a formula composed of seven herbs that promote restful sleep. In combination, the synergistic effects of these herbs are multiplied and complement each other's actions.

California poppy

(*Eschscholzia californica*, fresh [undried] whole plant in flower) is specific for those who awaken during the night or too early in the morning. It has a gentle, gradual sleep-normalizing action.

