

# The 41st Wink

## Better Sleep For Life

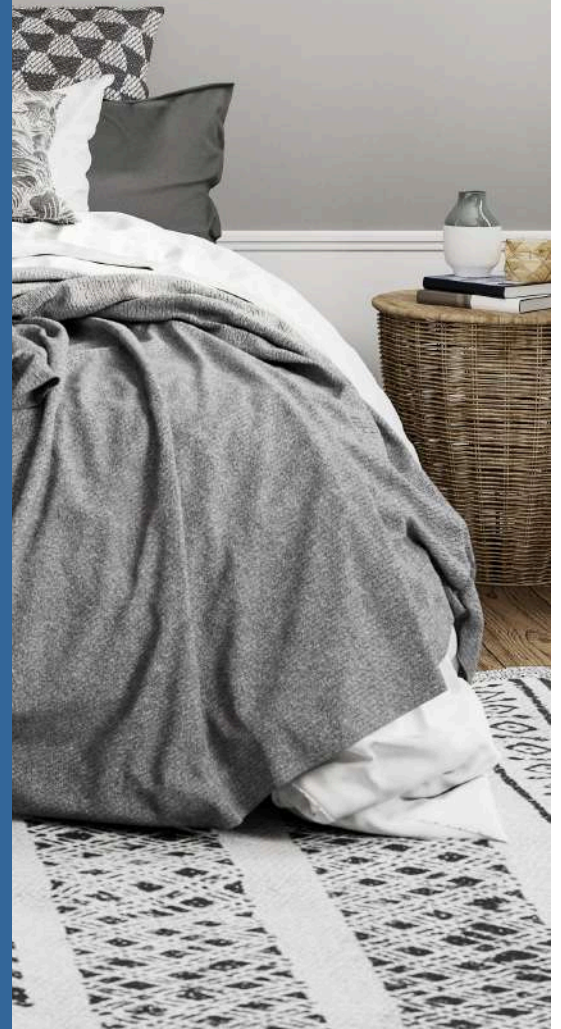


**BETTER SLEEP FOR LIFE**

# Program Handbook & Journal

June 4<sup>th</sup>, 11<sup>th</sup>, 18<sup>th</sup> & 25<sup>th</sup>, 2025

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## The National Sleep

Foundation recommends an average of 7 to 9 hours of sleep per night for adults, but too many people are falling short of the mark.

Human beings are the only species that deliberately deprive themselves of sleep for no apparent gain. Many people walk through their lives in an underslept state, not realizing it.

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# Better Sleep For Life Program

A good nights sleep is something everyone wants but is not something everyone manages to achieve.

This June, BF&M and Argus in association with The 41st Wink brings a unique experience through Wellness Wednesdays for their clients – The Better Sleep For Life Program.

During the 4 week period, you will get access to 4 virtual workshops, which will present an opportunity to celebrate the benefits of sleep, take 3 specific actionable steps toward improving sleep guided by a sleep specialist, receive valuable curated resources, and partake in a sleep quality challenge. With prizes for best achievers!

You will come away able to answer questions including:

- Why is sleep important to my quality of life?
- Do I currently get good quality sleep? and
- What steps can I take today to improve my sleep?

As well as have an opportunity to win prizes in the Better Sleep For Life challenge!

“Sleep is your superpower.”

Prof. Matthew Walker

# Better Sleep For Life Program

## WEBINAR SERIES OUTLINE

4 virtual workshops:

- Wednesday, June 4th, 2025 / noon
  - Session 1 – Introduction to program & Better Sleep For Life challenge, the science and importance of sleep, sleep quality assessment #1, action step #1.
- Wednesday, June 11th, 2025 / noon
  - Session 2 – Unveiling sleep deprivation – causes, common signs, and impact on health, action step #2.
- Wednesday, June 18, 2025 / noon
  - Session 3 – Debunking common sleep myths – evidence-based approaches to common misconceptions, action step #3.
- Wednesday, June 25th, 2025 / noon
  - Session 4 – Summary of the program, a showcase of The 41st Wink support services and case studies, sleep quality assessment #2, the sleep challenge summary.

# Better Sleep For Life Program

## CHALLENGE DETAILS

The Better Sleep For Life Challenge is designed to support you in making tangible improvements to the quality of your sleep and daytime alertness.

Join us for a 3-week challenge, during which you will incorporate one actionable step per week into your routine and track your progress. Complete pre- and post-challenge assessments to measure your progress and stand a chance to win prizes!

Additionally, you'll have the chance to enhance your journey by utilizing the attached Sleep Journal for further insights.



In this session, we explore what sleep really is and why it's essential for your body and brain. You'll learn about the stages of sleep, how your circadian rhythm works, and how sleep impacts everything from memory to immune function. We'll introduce the Better Sleep For Life Challenge and your first action step to help you sleep better—starting tonight.

 Goal: Build awareness and create a foundation for long-term sleep improvement.

[illegible]



# Action Step #1

June 4th, 2025

**VIEW SUNLIGHT IN THE MORNING**





# Action Step #1

June 4th, 2025

Viewing low solar angle sunlight in the morning is the best stimulus for setting circadian clock. Our eyes are equipped in the retinal neurons that set the clock. Those neurons respond best to blue-yellow contrast, which is abundant in low solar angle sunlight.

When sunlight reaches your eyes soon after wake up, it triggers a neural circuit that controls the timing of the hormones cortisol and melatonin, which affect sleep. It doesn't matter whether one is a night owl or a morning person, the important thing is to get some sun for at least a few minutes soon after getting out of bed. True even through cloud cover.

Viewing a low solar angle in the morning can help to:

- Improve alertness and wakefulness: Exposure to bright light in the morning can help to increase alertness and improve our ability to focus and concentrate throughout the day.
- Enhance mood: Light exposure has been shown to have a positive impact on mood, reducing symptoms of depression and improving overall well-being.
- Promote regular sleep patterns: By resetting the circadian rhythm, exposure to light in the morning can help to promote regular sleep patterns and improve sleep quality.
- Regulate hormone levels: The circadian rhythm plays an important role in regulating hormone levels, including cortisol and melatonin. By viewing a low solar angle in the morning, we can help to regulate these hormone levels and improve overall health.

# Action Step #1

June 4th, 2025

Sitting by a window is not as efficient as the glass filters out a big portions of the ultraviolet light that assist the clock setting. For the same reason, you'll want to leave the sunglasses behind (of course, never stare at any light so bright it hurts.)

Resources: [Stanford Medicine](#) | [National Library of Medicine](#) | [Nature](#)

The term zeitgeber (literally, time giver or time cue) refers to environmental variables that are capable of acting as circadian time cues. These variables entrain or synchronize an organism's biological rhythms, usually naturally occurring and serving to entrain to the Earth's 24-hour light/dark and 12-month cycles. The light/dark cycle is the most important zeitgeber, but other stimuli such as temperature, social interaction, physical exertion and meal times also have a profound effect on body's homeostasis (balance).

# Sleep Journal

June 4th, 2025

## VIEW SUNLIGHT IN THE MORNING & OPTIMIZE YOUR CIRCADIAN CLOCK

What to do? Look towards the sun within 90 mins from waking up.

- On a sunny day, take 5-10 mins.
- On a cloudy day, extend the duration to 20-30 mins.

### ACTION STEP #1

Did you view sunlight in the morning?

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Reflect on the step and its influence on your wellbeing

- .....
- .....
- .....

What could have I done to better my sleep quality

- .....
- .....
- .....



### Sleep/Alertness Tracker

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
POOR QUALITY	↔			HIGH QUALITY

Sleep deprivation doesn't just make you tired—it affects your heart, brain, metabolism, and mood. This session breaks down what causes poor sleep, how to spot the signs of sleep debt, and what short- and long-term sleep deprivation does to your health.

You'll leave with actionable tools to identify sleep disruptors in your own life and apply your second strategy to improve your rest.

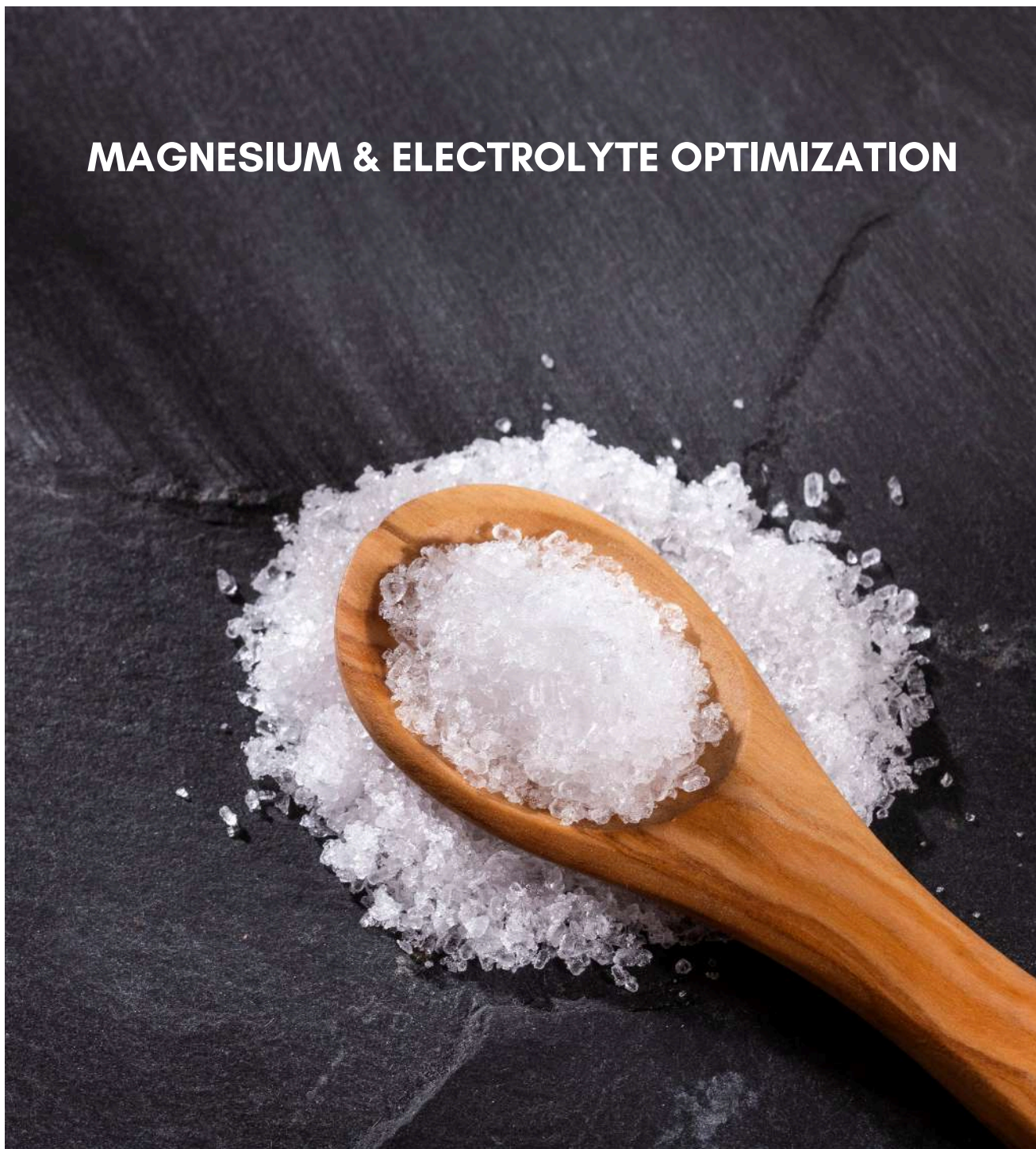
🎯 Goal: Increase motivation to prioritize sleep by connecting it to health and performance.

This image shows a full page of white paper with horizontal dashed lines, typical of primary school writing paper. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

# Action Step #2

June 11th, 2025

## MAGNESIUM & ELECTROLYTE OPTIMIZATION



# Action Step #2

June 11th, 2025

Magnesium, an essential mineral, plays a pivotal role in numerous physiological functions, including nerve transmission, muscle contraction, and energy metabolism. Its significance extends to sleep regulation, with research indicating that magnesium deficiency may contribute to sleep disturbances. This section explores the relationship between magnesium and sleep, highlighting supplementation methods and dietary sources to optimize sleep quality.

Magnesium influences sleep through several mechanisms:

- **Neurotransmitter Modulation:** Magnesium regulates neurotransmitters that facilitate communication between nerve cells, promoting relaxation and sleep readiness.
- **Melatonin Regulation:** It assists in regulating melatonin, the hormone responsible for controlling the sleep-wake cycle. Studies in rats have shown that magnesium deficiency can lead to decreased plasma melatonin concentrations, suggesting a potential link between magnesium levels and sleep regulation. [EatingWellPMC](#)
- **GABA Activity Enhancement:** Magnesium enhances the activity of gamma-aminobutyric acid (GABA), a neurotransmitter that reduces neuronal excitability, fostering relaxation and sleep.

Supplementing with magnesium has been studied for its potential to improve sleep quality. There are two forms known for sleep promoting properties:



# Action Step #2

June 11th, 2025

- **Magnesium Glycinate:** This form combines magnesium with glycine, an amino acid with calming properties. Magnesium glycinate is often recommended for its high bioavailability and potential to support sleep.
- **Epsom Salt Baths:** Epsom salt, or magnesium sulfate, is commonly used in baths to promote relaxation and muscle relief. While anecdotal evidence supports its benefits, scientific research on transdermal magnesium absorption remains inconclusive. Some studies suggest limited absorption through the skin, indicating that while Epsom salt baths may aid relaxation, they may not significantly increase magnesium levels in the body.

Incorporating magnesium-rich foods into the diet can support overall health as well as sleep quality:

- **Pumpkin Seeds:** A rich source of magnesium, with one ounce providing approximately 156 mg, contributing significantly to the recommended daily intake.
- **Almonds:** An ounce of almonds contains about 80 mg of magnesium, offering a convenient snack to boost magnesium levels.
- **Dark Chocolate:** A 1-ounce serving of dark chocolate provides around 64 mg of magnesium, along with antioxidants beneficial for health.



# Action Step #2

June 11th, 2025

## Recommendations and Considerations

To optimize sleep quality through magnesium:

- **Consult Healthcare Providers:** Before starting any supplementation, consult with a healthcare professional to determine appropriate dosage and address potential interactions with medications.
- **Monitor Intake:** While magnesium is essential, excessive intake can lead to adverse effects such as gastrointestinal discomfort. Adhere to recommended dosages and consider dietary sources as a primary means of obtaining magnesium.
- **Personalized Approach:** Individual responses to magnesium supplementation can vary. Monitoring sleep patterns and adjusting intake accordingly can help identify the most effective strategy.

Incorporating magnesium through diet and mindful supplementation may support better sleep quality. Ongoing research continues to elucidate the complex relationship between magnesium and sleep, underscoring the importance of individualized approaches to supplementation.

Resources: [NIH 1](#) | [PubMed](#) | [ResearchGate](#) | [NIH 2](#)

# Sleep Journal

June 11th, 2025

## MAGNESIUM & ELECTROLYTE OPTIMIZATION

Choose 1 or 2 of the following strategies to integrate into your evening routine:

### 1. Supplement Smartly (If Approved by Your Doctor)

- Try magnesium glycinate (200–400 mg/day) about 1 hour before bed.
- This form is known for its calming effect and high bioavailability (meaning it absorbs well).
- Check with your doctor first, especially if you're on medications or have a medical condition.

### 2. Soak in Magnesium

- Take an Epsom salt bath 2–3 times this week:
  - Add 1–2 cups of Epsom salt (magnesium sulfate) to a warm bath.
  - Soak for 15–20 minutes in the evening.
  - Helps relax muscles, ease tension, and support a calming pre-sleep routine.
- If you don't have a tub: try a foot soak or magnesium body spray/lotion.

### 3. Add Magnesium-Rich Foods to Your Plate

- Try incorporating one or more magnesium-rich foods daily, especially at dinner or as an evening snack.
- Pair magnesium-rich foods with healthy fats (like olive oil or avocado) to boost absorption.

# Sleep Journal

June 11th, 2025

Food	Magnesium per serving
Pumpkin seeds (1 oz)	~156 mg
Almonds (1 oz)	~80 mg
Dark chocolate (70–85%) (1 oz)	~64 mg
Spinach (½ cup, cooked)	~78 mg
Black beans (½ cup)	~60 mg

## ACTION STEP #2

Did you incorporate magnesium into your daily routine?

T F S S M T W

Reflect on the step and its influence on your wellbeing

- .....
- .....
- .....

What could have I done to better my sleep quality

- .....
- .....
- .....



Sleep/Alertness Tracker

POOR QUALITY ↔ HIGH QUALITY

Think you can "catch up" on sleep over the weekend? Or that alcohol helps you sleep? Or that your teen is just stubborn and fights 'reasonable' bedtime... Think again. In this session, we bust common sleep myths that may be silently sabotaging your sleep quality. Using real science, we separate fact from fiction so you can make smarter, healthier choices at night. A new action step will help you apply what you've learned.

🎯 Goal: Empower better decisions by shifting everyday beliefs around sleep.

[illegible]

# Action Step #3

June 18th, 2025



# Action Step #3

June 18th, 2025

Establishing a consistent sleep schedule—maintaining regular bedtimes and wake-up times—is fundamental to achieving optimal sleep quality and overall health. This practice aligns with the body's intrinsic circadian rhythms, the internal clock that regulates sleep-wake cycles, hormone release, and other vital bodily functions.

The circadian rhythm operates on a roughly 24-hour cycle, influenced primarily by environmental cues like light and darkness. Consistency in sleep patterns reinforces this internal clock, promoting more effortless sleep initiation and maintenance. Disruptions to this rhythm, such as irregular sleep schedules, can lead to difficulties falling asleep, fragmented sleep, and reduced sleep efficiency.

Research underscores the significance of sleep regularity. A systematic review encompassing 41 studies found that inconsistent sleep timing and variability are associated with adverse health outcomes, including metabolic and cardiovascular issues. The review concluded that earlier and more consistent sleep patterns are favorably linked to better health.

Inconsistent sleep schedules have been correlated with various negative health outcomes:

- **Metabolic Disorders:** Irregular sleep can disrupt metabolic processes, increasing the risk of obesity and diabetes.
- **Cardiovascular Disease:** Variability in sleep timing has been linked to heightened risks of heart-related conditions.

# Action Step #3

June 18th, 2025

- Mental Health: Sleep irregularity can exacerbate symptoms of depression and anxiety, impacting overall mental well-being.

## Benefits of a Regular Sleep Schedule

Adopting a consistent sleep routine offers numerous advantages:

- Enhanced Sleep Quality: Regular sleep patterns can improve the quality of sleep, leading to better rest and rejuvenation.
- Improved Cognitive Function: Consistent sleep supports better concentration, decision-making, and overall cognitive performance.
- Emotional Stability: Regular sleep schedules contribute to better mood regulation and emotional resilience.

Resources: [Division of Sleep Medicine](#) | [Sleep.com](#) | [Sleep Foundation](#)

Your body thrives on rhythm. Going to bed and waking up at the same time every day—even on weekends—reinforces your natural circadian clock, making it easier to fall asleep, stay asleep, and wake up feeling refreshed. Irregular sleep patterns, on the other hand, are linked to poor sleep quality, increased risk of chronic conditions, and mood instability.



# Sleep Journal

June 18th, 2025

## SET YOUR SLEEP CLOCK & PRIORITIZE CONSISTENCY

What to do? Choose a target sleep window (i.e., aim for 7-9 hours of sleep, sleep from 10:30PM to 6:30AM). Stick to your times - EVEN ON WEEKENDS. Try not to vary those times by more than 30-45 minutes.

Start small - choose one consistent wake-up time, then gradually adjust bedtime until you're getting the rest you need.

### ACTION STEP #3

Were you consistent with your wake-  
and/or bedtime?

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Reflect on the step and its influence on your wellbeing

- .....
- .....
- .....

What could have I done to better my sleep quality

- .....
- .....
- .....



Sleep/Alertness Tracker



POOR QUALITY



HIGH QUALITY



# WEBINAR #4

## SUMMARY, SUCCESS STORIES & NEXT STEPS

In our final session, we reflect on your progress, share case studies and success stories, and revisit the most impactful insights from the series. You'll re-assess your own sleep journey and identify the habits that made a difference. This wrap-up is about celebrating wins, building long-term routines, and feeling equipped to continue your Better Sleep journey beyond this program.

🧠 Key focus: Reflection, reinforcement, and planning ahead.

🎯 Goal: Solidify lasting change and keep up the momentum for better sleep.

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# Post Challenge Reflections

- How would you rate your overall sleep quality before participating in the sleep challenge?

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- Did you notice any changes in your sleep patterns or habits during the challenge? If so, please describe.

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- What specific strategies or techniques from the challenge did you find most helpful in improving your sleep quality?

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- Were there any challenges or obstacles you encountered while participating in the sleep challenge? If yes, how did you overcome them?

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# Post Challenge Reflections

- Did you experience any improvements in your daytime alertness or mood as a result of participating in the sleep challenge?

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- Did you notice any changes in your stress levels or overall well-being during the sleep challenge? If so, please elaborate.

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- Moving forward, are there any specific sleep-related habits or practices you plan to continue implementing based on your experience with the sleep challenge?

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Better Sleep For Life

# **The 41st Wink**

## Better Sleep For Life