Can 50p per night wonder pill be the answer to your sleeping woes?

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Sleep experts laud Neuro Rest for it's all natural ingredients

With over 100,000 bottles sold sleep aid proved a hit with Tour de France riders

With over one third of the UK's population suffering from compromised sleep quality, studies have demonstrated how lack of sleep can result in increased anxiety, a drastic lowering of cognitive function and have a serious impact on a person's libido and general health.

A revolutionary new sleep supplement however has early adopters making some exciting claims, suggesting it has dramatically improved the quality of their sleep and even their sex drive. Vegan and containing 100% natural whole food extracts, Neuro Rest's unique blend helps the mind and body relax whilst calming the nervous system.

In a recent survey of 100 customers, 97% said they slept better, 78% woke up less and 77% got to sleep faster.

Although Neuro Rest was developed for busy professionals, parents and anyone else struggling with sleepless nights, the game changing product was tested on Tour De France riders who cycle continuously for three weeks where rest and recovery is paramount.

The brand's founder, Richard Turnbull, commented

'We worked with Tour de France riders for several years and the medical team told us they've never seen a non-medical supplement help the quality of sleep more. They were even more impressed that all the ingredients are natural food extracts."

Alison Francis, better known as, Anandi - The Sleep Guru, has built a career around fighting insomnia. Anandi believes in sleep health as a wider focus; that is, looking at how we can improve quality of sleep and in the long-term overcoming insomnia. Having suffered from her own restless nights for 15 years, Anandi turned her attention to natural therapies, such as Ayurveda and also recommends Neuro Rest for it's ability to reduce anxiety and calm the brain, allowing you to switch off for a good night's rest.

It contains ingredients that have proven effective for sleep such as Magnesium, Tryptophan and 5HTP. The blend also includes Montmorency cherry and grape skin - both natural melatonin sources and essential in the role of sleep.

Chloe Cunningham and Alexandra Neilan , co-founders of leading corporate health and wellbeing consultancy Health Is Wealth, explained why Neuro Rest is a 'beautiful blend' of sleep enhancing ingredients.

"Magnesium is important for sleep because it nourishes the nervous system and is used to calm both the mind and the muscles. 5HTP helps to regulate the body's wake sleep cycles and the internal body clock because it is a precursor to melatonin.

"L-Trytophan is an amino acid that can act as a mood regulator due to its role in the production of 5HTP, as such eating foods rich in tryptophan can have natural calming effects, helping to induce sleep and prevent anxiety.

"Neuro Rest supports the body in its own production of melatonin and because it contains nutrients that calm both the mind and the body, it encourages us to stay asleep."

Another study on Utmost Me customers aged between 34 and 54 revealed more than 8 in 10 said it 'significantly relieved anxiety' and half claimed impressive fat loss levels, an improvement in their complexion and/or a surge in their libido.

Victoria Adams, 30 year old Stockbroker and part-time Yoga Teacher from London, explained how juggling two separate careers, alongside trying to maintain strong relationships with her clients, led her

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close to complete burnout before turning to Neuro Rest. Describing her lifestyle as a “million miles a minute”, Victoria found it intensely stressful to be the master of two different career paths whilst preserving a calm approach for Yoga.

“Sleeping was secondary priority with 10 hour working days, including client calls in middle of night, but now my whole sleeping pattern and ability to focus has improved through Utmost Me. I am finding it incredibly easier to relax and sleep. I also feel super energised in the morning after a refreshing night’s rest. I'm back to juggling the dream job whilst keeping up the day job, as well as feeling great in the process!”

Notes to Editor:

Neuro Rest is available at www.utmostme.com from as little as £16.00 for a 30 day supply.

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