



Modernization Does Not Cause Insomnia, New Research Reveals

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Calgary, Canada: Nutriden Inc, the premium nutrition supplements company, has outlined a new study that shows modernization has not had a major impact on insomnia as a part of its sleep awareness campaign.

In the study, researchers from the University of Surrey analyzed the sleeping patterns of people from two different types of communities across South Africa, Brazil, Colombia, and the USA. The hypothesis being tested was whether or not the usage of electric light has an impact on one's quality of sleep.

Says Tom Schumlich, President of Nutriden Inc., "While this might sound surprising, the fact is that lack of sleep is caused by a multitude of reasons, foremost being nutritional deficiencies. This is in stark contrast to how people generally think that insomnia and other sleep issues are caused due to our increasing reliance on technology."

The study used people from two different towns in Mozambique - a small electrified urban town called Milange and a non-electrified rural community Tengua. The data was then analyzed by sleep research specialists from across the world, who came to the conclusion that while the electric light has made it easier

for people to stay up late, they also end up sleeping for longer which makes up for the sleep deficit.

People sleep according to their circadian rhythm. A circadian rhythm is a body's sleep/wake cycle. The part of the brain that controls a person's circadian rhythm is the hypothalamus and outside factors like lightness and darkness can affect its functioning.

So, when it gets dark at night, one's eyes send a signal to the hypothalamus that it's time to feel tired. The study showed that those with electricity may stay up later, because they have light, but they sleep longer in the morning as a natural compensation.

The industrial world is full of people with sleep issues. However, these issues are not the problem of industrialization but are caused by other reasons such as poor nutrition. To learn natural sleep aids and other ways of getting good sleep, visit Nutriden Inc.'s official website or check out its Amazon storefront.

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For more information about Nutriden Inc, contact the company here: Nutriden Inc
Tom Shumlich 844-466-8874
tom.shumlich@nutriden.com
PO Box 36119 Lakeview PO
Calgary AB T3E 7C6 Canada

Nutriden Inc

Nutriden Inc. is a privately held company committed to providing its customers a brand Nutritional Supplements that is first and foremost safe and of the highest quality, potency, and efficacy.

Website: <http://nutriden.com/>

Email: tom.shumlich@nutriden.com

Phone: 844-466-8874



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