

# Why it's vital to start a conversation about sleep

A short guide to helping customers benefit from good sleep

SLEEP AND STRESS

15  
MINUTE  
CPD

## Learning outcomes

- + Understand the impact of poor sleep on mental wellbeing
- + Feel confident to start customer conversations about sleep health
- + Learn how to inform customers of the benefits of good sleep
- + Know the Over-The-Counter (OTC) sleep aids to safely recommend in pharmacy

**GOOD  
SLEEP  
MATTERS**  
for good mental  
wellbeing

**Perrigo**<sup>®</sup>

Personal Pharmacy Training

Category learning

# Sleep is vital for our mental health<sup>1</sup>

Sleep is not a luxury – it is vital for our ability to concentrate, our short-term memory and our mood.

Without it, we can struggle to learn new things and to remember what we need to do on a daily basis and we can also become easily irritated.<sup>1</sup>

## The importance of sleep

**Lack of sleep** can lead to psychological distress and put us at an increased risk of developing depression and anxiety.<sup>1</sup>



**Good quality sleep** – like a healthy diet and regular exercise – can improve our mental health, as well as our physical wellbeing.<sup>1</sup>



# Poor sleep doesn't have to be a fact of life

Sleep deprivation is extremely common and many people feel helpless about missing out on sleep.

Because lack of sleep can lead to anxiety, or even depression, which in turn leads to lack of sleep,<sup>6</sup> it's vital to try and break out of this vicious cycle.



## Who may benefit from sleep health advice?

Customers may present in several different ways that could indicate they may need advice on sleep. Look out for customers who:

- Look tired, with bags or dark circles under the eyes, or keep yawning
- Ask for products that will give them an energy boost
- Talk about feeling worried or stressed out
- Mention having trouble concentrating / remembering things they need to do
- Seem to be feeling down, anxious or low

**1 in 3** people in the UK suffer from episodes of insomnia<sup>2</sup>



People with insomnia are:  
**10x** more likely to have clinical depression  
**17x** more likely to have clinical anxiety<sup>3</sup>

*“Sleep is absolutely crucial to mental, physical and indeed emotional health. Sleep is about balance and homeostasis, and is as vital to life as eating and drinking, so we need to make it an important part of our life. Research shows that poor sleep has detrimental effects on many aspects of health – both physical and mental – so we neglect it at our peril.”*

Dr Neil Stanley, Independent Sleep Expert<sup>4</sup>

\*Dr Neil Stanley is an independent expert and is not endorsing Nytol products

## Start a conversation about sleep today

How to initiate a conversation with customers about sleep:

*“We’re doing a survey this week about how everyone is sleeping. Have you got a minute to answer a couple of simple questions?”*

# Helping your customers with our Sleepy Heads survey tool

Our survey tool has been specially designed to help encourage the sleep health conversation with your customers and can also be used as a useful aid to help train staff.

The content of the tool is a quick and simple questionnaire to help you identify and advise customers who may be currently experiencing poor sleep.



## How to use the Sleepy Heads survey tool

**A** Use the examples provided on the previous page of this leaflet to **identify customers who may benefit from sleep health advice**, and our guide for starting a conversation with them

**B** Invite them to answer the three short, simple questions:

**1** Struggle to fall asleep at night?

**2** Wake at night and can't get back to sleep?

**3** Lack of sleep making it difficult to concentrate?

**C** Use the handy tool, designed so that you and your customer can both see the sleep health advice that corresponds to each question at the same time.

Advice to give customer when:

**They struggle to sleep at night:**

**DO**

- ✓ Go to bed at the same time every night
- ✓ Your bedtime routine in the same order
- ✓ Keep a sleep diary to record what is troubling you
- ✓ Consider: making it darker in the room / wearing a sleep mask / using earplugs / changing bedding / nightclothes / changing pillow/mattress

**DON'T**

- ✗ Look at a screen before bedtime, as this emits light that can keep you awake
- ✗ Eat a meal late in the evening, as this can lead to heartburn / indigestion

**ADVISE CUSTOMERS** that as well as the advice given above, there are OTC sleep aids that may help.



**They wake in the middle of the night and can't get back to sleep:**

**DO**

- ✓ Practise breathing exercises to relax you – these can easily be found online
- ✓ Listen to 'white noise' or other sounds like the sound of the sea. There are many apps designed specifically for this

**DON'T**

- ✗ Check your phone or other devices for messages or news as this may make you feel even more alert

**ADVISE CUSTOMERS** that as well as the advice given above, there are OTC sleep aids that may help.



**Lack of sleep makes it difficult to concentrate during the day:**

As we saw earlier in this booklet, feeling low or anxious can lead to sleeplessness and lack of sleep can lead to low mood / anxiety. So it's vital to try and break this vicious cycle:

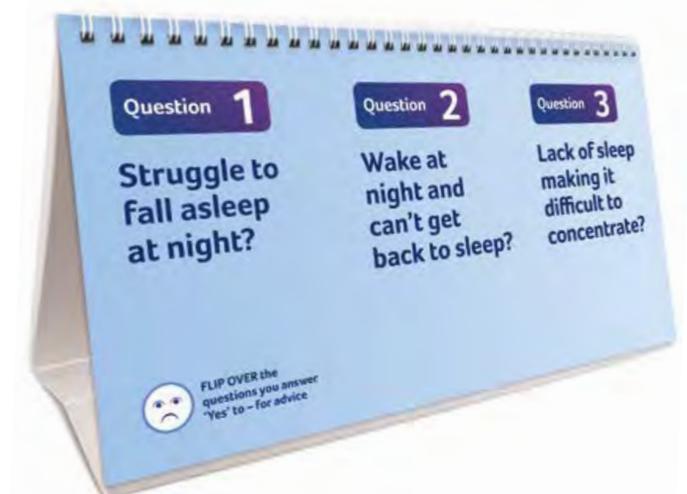
**DO**

- ✓ Exercise: a walk at lunchtime, walking to / from work – park further away, get off a stop earlier...

**DON'T**

- ✗ Exercise close to bedtime – it can make you feel alert and energized
- ✗ Have caffeine, sugary foods or energy drinks in the afternoon / evening

**ADVISE CUSTOMERS** that as well as the advice given above, there are OTC sleep aids that may help.



## Advice to give customer when:

They are not experiencing any problems with sleeping: 😊

### DO

- ✓ Remember that sleep is not a luxury; it is a necessity for functioning well. **Good sleep helps us to concentrate**, to remember all the things we need to do, and to feel alert during the day. **Good sleep has a positive effect on mood**, helping people to avoid feeling 'down' or anxious.
- ✓ Discuss their primary concern (for example, lacking in energy).

### Remember the 3 steps to help get good sleep:

- 1 Try the self-treatment advice
- 2 Consider trying an OTC sleep aid
- 3 If steps 1 & 2 do not help, customers should make an appointment to see their GP, who can assess what course of action to take, including whether to prescribe a sedative

## Tried and tested methodology

This training programme was trialed by independent pharmacy Warman-Freed to ensure that both the method and messaging we were recommending resonated with pharmacy staff and customers alike.

*"The training and content were very clear so that I could identify the type of customers to start a conversation with, and I felt confident about what to say."*

Pharmacy Assistant, Warman-Freed



## Explaining the range of OTC sleep aid options



When talking to your customers about OTC solutions, it's important to explain they come in both **tablet** and **liquid** form.

- 1 **Herbal options** contain natural active ingredients that have been used for decades to promote restful sleep.
- 2 **Other OTC sleep aids** contain a commonly used antihistamine, such as **diphenhydramine hydrochloride**, that blocks the normal actions of histamine, the chemical that stimulates arousal-promoting areas of the brain. This helps reduce alertness and promote that first drowsy stage of sleep, and so helping with drifting off into a restful deeper sleep.<sup>7</sup>

# Supporting you to enable good sleep

## Introducing Nytol Liquid Caramel Flavour

### Our first\* clinically proven diphenhydramine OTC liquid sleep aid

As many as one in three people struggle with taking tablets.<sup>8</sup> That's why, as part of our ongoing commitment to the sleep health category, we have now added a pleasant tasting, caramel flavoured liquid format to our range of OTC sleep solutions, to help even more customers get the benefits of good sleep.

An alternative to tablets that is easy to swallow



\*New to Nytol

## The sleep health experts, Nytol, offer the widest OTC choice of sleep solutions.

- Over 20 years experience helping the nation sleep better
- The no.1 OTC brand<sup>9</sup> for a good night's sleep
- Clinically proven
- Sleep health support and training to help start the conversation



### Nytol Original® 25mg Tablets (P) and Nytol One-A-Night® (P)

contain diphenhydramine hydrochloride. An aid to the relief of temporary sleep disturbance. **Nytol Original® 25mg tablets (P) Adults and children 16 years and over:** 2 tablets taken 20 minutes before bed. **Nytol One-A-Night® (P) Adults and children 16 years and over:** 1 tablet taken 20 minutes before bed. **Children under 16 years:** not recommended. Do not use for more than 2 weeks without medical advice. Avoid concomitant use of alcohol or other antihistamine-containing preparations. Do not drive or operate machines. **Contraindications:** stenosing peptic ulcer, pyloroduodenal obstruction, known hypersensitivity to ingredients. **Caution:** the elderly, pregnancy/lactation, myasthenia gravis, epilepsy or seizure disorders, narrow-angle glaucoma, prostatic hypertrophy, urinary retention, asthma, bronchitis and COPD, moderate to severe renal or hepatic impairment, intolerance to some sugars. Interaction with CNS depressants (including alcohol), monoamine-oxidase inhibitors, anticholinergic drugs (e.g. Atropine, tricyclic depressants), metoprolol, venlafaxine. **Side effects:** fatigue, hypersensitivity reactions, confusion, paradoxical excitation, sedation, drowsiness, dizziness, dry mouth, GI disturbances, muscle twitching, headache, blurred vision, tachycardia, palpitations, convulsions. **Nytol Original® 25mg tablets (P) RRP (inc. VAT):** 20s £4.29, PL02855/0071, **SPC:** <https://www.medicines.org.uk/emc/medicine/14222> Omega Pharma Ltd, 1st Floor, 32 Vauxhall Bridge Road, Vauxhall, London, SW1V 2SA, United Kingdom. **Nytol One-A-Night® (P) RRP (inc. VAT):** 20s £6.29, PL02855/0070, **SPC:** <https://www.medicines.org.uk/emc/medicine/19778>

### Nytol Liquid Caramel Flavour 10mg/5ml oral solution (P)

contains diphenhydramine hydrochloride. An aid to the relief of temporary sleep disturbance. **Adults and children 16 years and over:** 10 to 25ml at bedtime, or after retiring when sleep is not readily achieved. **Children under 16 years:** Not recommended. Avoid concomitant use of alcohol or other antihistamine-containing preparations. Do not drive or operate machines. **Contraindications:** Stenosing peptic ulcer, pyloroduodenal obstruction, known hypersensitivity to ingredients. **Special warnings and precautions:** The elderly, pregnancy/lactation, myasthenia gravis, epilepsy or seizure disorders, narrow-angle glaucoma, prostatic hypertrophy, urinary retention, asthma, bronchitis and COPD, moderate to severe renal or hepatic impairment, intolerance to some sugars. Interaction with CNS depressants (including alcohol), monoamine-oxidase inhibitors, anticholinergic drugs (e.g. atropine, tricyclic depressants), metoprolol, venlafaxine. **Side effects:** Fatigue, hypersensitivity reactions, confusion, paradoxical excitation, depression, sleep disturbances, sedation, drowsiness, dizziness, disturbance in attention, unsteadiness, dry mouth, GI disturbances, muscle twitching, headache, blurred vision, tachycardia, palpitations, arrhythmias, paraesthesia, dyskinesias, convulsions, urinary difficulty, urinary retention, thickening of bronchial secretions. PL 02855/0313. **MAH:** Omega Pharma Limited, 32 Vauxhall Bridge Road, London SW1V 2SA. **RRP (inc. VAT):** 300ml. £10.99. **SPC:** <https://www.medicines.org.uk/emc/product/10392>

### Nytol Herbal Simply Sleep & Calm Elixir (GSL)

contains extract of valerian. A traditional herbal medicinal product for use in the temporary relief of symptoms of mild anxiety and to aid sleep, exclusively based upon long-standing use as a traditional remedy. **Adults over 18 years:** For mild anxiety: two 5ml spoonfuls three times a day with water or fruit juice if desired. **To aid sleep:** two 5ml spoonfuls 30 minutes before bedtime with an earlier dose during the evening if necessary. Maximum dose: 4 single doses per day. Take continuously for 2 - 4 weeks. Seek medical advice if symptoms persist after 4 weeks. Avoid concomitant use of alcohol, hypnotics or synthetic sedatives. **Children under 18 years:** Not recommended. **Contraindications:** known hypersensitivity to ingredients. **Precautions:** Caution in glucose-galactose malabsorption, pregnancy/lactation. Contains alcohol (up to 2.5g ethanol per dose) which should be taken into account in high-risk groups such as those with liver-disease or epilepsy. Harmful for those suffering from alcoholism. Side effects: GI disturbances. THR 28255/0017. THR Holder: Rutland Biodynamics Ltd, Town Park Farm, Brooke, Rutland, LE15 8DG. **RRP (inc. VAT):** 100ml £5.99. **SPC:** <https://www.medicines.org.uk/emc/medicine/30104>

### References

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- 8 Schiele JT, *et al.* Difficulties swallowing solid oral dosage forms in a general practice population: prevalence, causes, and relationship to dosage forms. *Eur J Clin Pharmacol* 2013. 69(4):937-948.
- 9 Based on sleep aid sales data. IRI data unit sales 52 w/e Jun 15th 2019. To verify contact: [verify@perrigo.com](mailto:verify@perrigo.com)

### Perrigo commitment to Pharmacy

Our strong partnerships with over 100,000 pharmacists across Europe and a shared passion for self-care keep us closely connected and in tune with pharmacists' training needs. It drives Perrigo's ongoing commitment to pharmacy business.