

Isn't it time you actually slept well?

Experts agree that the bedroom should be mostly reserved for sleep — and your bed should provide you with the right comfort

“Sleep is a contributing factor to everyone’s health, and it transcends geographic, cultural and socioeconomic boundaries. At the same time, little research exists around sleep habits at a global level,” said a 2014 Philips sponsored 10-country survey. Nearly 8,000-respondents generated new insights into how sleep impacts their lives, what keeps them up at night and what they are (or are not) doing to improve their sleep patterns, around the world. The survey showed that while 96% of the respondents admitted that they valued their sleep, 57% admitted that while their sleep could be better, they hadn’t taken any action to improve it.

“Our report indicates how psychological factors can impact sleep, and how those factors can change depending on the times in which we live. Combatting stress is critical to a good night’s sleep, but the toughest part for people is often just getting motivated to make changes. These data further demonstrate that sleep needs to be viewed and treated holistically, with both technology and lifestyle solutions that work together to promote better health,” said Dr Mark Aloia, Senior Director of Global Clinical Research, Philips.

Nearer home, another survey on sleep disorders conducted by AC Nielsen Co. and Philips in November 2009 found that nearly 11% of Indians took leave from work to catch up on sleep. The survey that was conducted among 5,600 respondents in the age group of 35 to 65 years across 25 cities went to show that India is emerging as one of the most sleep-deprived nations, with nearly 93% of



Indians not getting enough sleep and only 2% discussing this problem with a physician.

In an article on sleep disorders, Dr Kanwar, former President of the Indian Sleep Disorder Association (ISDA) said, “Due to the lack of proper sleep at night, people feel very tired and lethargic during the day. They feel drowsy constantly and hence are not able to work with full concentration and deliver results. Excessive Daytime Sleepiness or EDS can be a sign of severe sickness. EDS is life-threatening and can be caused due to various reasons like obstructive sleep apnoea (OSA), upper airway resistance syndrome (UARS), narcolepsy, idiopathic hypersomnia or chronic sleep deprivation. It can be even more dangerous if associated with metabolic syndrome, which includes diseases with significant genetic ailments like diabetes, hypertension and dyslipidemia. According to survey conducted by AIIMS, the occurrence of OSA in Delhi was as high as 9.3%.”

Disturbed sleep and snoring are also being recognised as an independent risk factor for metabolic syndrome. Those who are obese and have sleep apnoea have higher chances of suffering from hypertension, high cholesterol, diabetes

and heart disease. Isn't it therefore time to take some action? Experts agree that the bedroom should be mostly reserved for sleep — and your bed should provide you with the right comfort. So, if you find yourself tossing and turning all night or resorting to using electronic devices to text your friends or even reply to emails — the first question to ask yourself is when did you last change your mattress? Be aware that mobile phones or other such devices definitely don't belong with you on your mattress as “the blue light they emit is particularly disruptive to the brain’s natural bedtime mechanism”.

A 2009 study, funded by the Better Sleep Council, USA, the International Sleep Products Association’s consumer education arm — showed that people slept better, suffered less back pain and experienced fewer symptoms of stress when they slept on new mattresses. It also went a step further and examined a set of stress-related factors, revealing that the improvements in sleep and back discomfort associated with sleeping on new mattresses were paralleled by a significant decrease in stress.

Mattresses should therefore not be deemed as unnecessary luxuries. A good mattress is definitely an essential that shouldn't be forgotten when you initially begin suffering with sleep deficiency problems.

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BRAND PROMOTIONS



The annoyance that is noise

Even if exposure to noise is unlikely to kill you, it can simmer under the surface and take a toll on your well-being

ORIENT AEROSTORM

The sound of motorbikes on full throttle shook her out of her sleep. Overhead the fan was making an awful creaking sound that even the hum of the air conditioner did not cut out. As she stumbled exhausted out of bed, she looked at the watch. The time was 3 am and she knew she just had to get some undisturbed sleep before the first patient came into her clinic that morning ...

If this sounds like the start of a work of fiction, you couldn't be more wrong. This is noise pollution and studies have shown that chronic night noise not only leaves you fatigued and irritable with poor concentration levels but also makes you stressed out even while you 'sleep.' “Even though you may adjust to the noise levels around you, increased heart rate, rising blood pressure levels and

breathing changes are some results of noise pollution that persist,” says Dr. Yatish Agrawal, Senior Specialist and Professor, Safdarjung Hospital and VM Medical College.

The most common causes of noise pollution are transportation systems, industrial equipment etc. However, we should not ignore the sounds we are exposed to inside our homes — sounds from home appliances such as the television, vacuum cleaner, ceiling fans and so on.

Being a tropical country, ceiling fans are a common household sighting in India that run for up to 10 months in the year. In other words, we are exposed

to fan noise for long periods of time. The main reason for the noise from a fan is in fact the sound of air cutting through its blades. Other contributory factors include the size and quality of a fan’s motor, the design of its blades, its hardware mount and the material its body is made of. While the continuous sound or the grumbling noise of the motor is contributed by mechanical defects and can be rectified, there has not been much work done to reduce the sound of air cutting through the fan’s blades. Most of us believe this is “performance driven”.

While noise pollution from a ceiling fan does not bring to the mind the thought of life-threatening diseases, it does interfere with our body’s rhythm and thus affect our overall health and well-being. Ceiling fans on an average generate between 60 dB to 70 dB of noise

that has been suggested as ‘good enough noise’ by various studies. However, in many parts of India, people use a ceiling fan alongside an air conditioner. So if you are sleeping in a room for eight-10 hours a day that has both a ceiling fan and an air conditioner (60-70 dB sound level) running at the same time — you are exposed to two sounds that generate almost same amount of loudness, thereby doubling the overall noise effect. Add to this other sounds like those of the outside traffic and electrical/electronic devices and you could find yourself exposed to unhealthy noise levels.

So, when we know that ceiling fans

Inspired by the ground-breaking winglet technology in modern aircraft, Orient’s new age Aerostorm fan is revolutionary in its own right. The unique winglet design of its blades minimises the vortex, delivering higher air thrust and minimal noise. When it comes to styling, this fan is a sheer winner with its curvaceous silhouette and high gloss premium PU finish. It has an integrated design of the top and bottom canopy with a spindle cover and a stainless steel decorative rim on the top. Aerostorm gives an impressive 300 CMM of air delivery — the highest in the segment. Moreover, the fan runs ‘whisper quiet’ even at high speeds.

do contribute, however little, to noise pollution, it makes sense to check the sound level when buying a ceiling fan. This is why Orient Electric has introduced the Aerostorm fan. A revolution in itself in the arena of fans with rust-free blades, the unique winglet design of its blades minimises the vortex, delivering a higher air thrust with minimal noise. The fan is elegantly designed as well with eye-catching spiral curves and promises an almost silent sound at all speeds.

While most fans produce 60+ dB of sound, Aerostorm, which has a sweep of 1,320 mm, produces only 55.6 dB (a 1 dB reduction is equal to 1,000 times), which means that Orient Aerostorm’s noise levels are 4,000 times less than those of ‘normal fans’.