

THE MODEL HEALTH SHOW

The Model Health Show with Shawn Stevenson Session #86

Show notes at: <http://www.theshawnstevensonmodel.com/86>

Announcer: This podcast of The Model Health Show is presented to you by Shawn Stevenson with Rare Gem Productions. For more information visit <http://www.theshawnstevensonmodel.com>.

Shawn Stevenson: Welcome to The Model Health Show, this is fitness and nutrition expert, Shawn Stevenson, here with my cohost and producer, the amazing Jade Harrell. What's up Jade?

Jade: What's up Shawn?

Shawn: How are you doing today?

Jade: I am powerfinite!

Shawn: Powerfinite? Tell me about that.

Jade: Shawn, I'm so infinitely powerful today that I could tap into my reserves.

Shawn: Oh, I love that! Wow. Powerfinite.

Jade: Powerfinite.

Shawn: Incredible. Well, we're going to have everybody walking away feeling the same way today. We've got an incredible show for you. Today we're going to talk about how to create a sleep sanctuary.

Jade: That's right, power up time.

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Shawn: And why is this even important? It's because your bedroom is where you spend approximately 1/3 of your entire life.

Jade: My goodness.

Shawn: One-third of your life is spent in this particular room and that environment can either be supporting your health or slowly destroying it. I've got a lot of research to back that up and a lot of strategies to help you create the best sleeping space possible. But first, let's give a shout out to our show sponsor, Onnit.com.

Jade: Hey ya'll.

Shawn: Head over to onnit.com/model for 10% off all of your health and human performance supplements. And over here at The Model Health Show we're a huge fan of the Hemp FORCE protein. I love the vanilla acai.

Jade: Oh, and I'm crazy about the choco-maca.

Shawn: Two incredible flavors but the most important part is they are made from earth-grown nutrients. There is nothing artificial. No preservatives. No wonky craziness in your protein powder. This is the real deal stuff. It's organic so no pesticides, fungicides, rodenticides, herbicides. Cide—that suffix means to kill. So there should be an obvious red flag that goes up if you're not getting things that are organic at this point.

No conventional protein powders are really going to stand up to the test of time. Everybody's becoming more conscious that we need to get high-quality stuff into our body.

Jade: Period.

Shawn: So that's why I'm a big fan of it, #1. And #2, actually this is probably #1, it's the most bioavailable protein source for the human body.

Jade: Good reason.

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Shawn: So the major protein structure in it is edestin, which is uniquely found in hemp. This particular protein is the most usable protein for human beings. That tells you right there it's an incredible human food. But what are we accustomed to? Whey.

People are doing the whey protein. There is some value in whey protein, for sure. It has really been studied and tested for many, many years and it has kind of been the industry standard. However, a lot of people experience the gas and blast, bloating and discomfort, the auto-immune response giving them back acne and breaking out due to consuming whey protein. But people do it because it's the thing you are supposed to do.

What we are saying today is there is something far better. You are going to find that in Hemp FORCE protein. Again, it is all earth-grown nutrients. It is organic and real food based. It's the stuff to really go for. So head over there and try that out.

We are also a huge fan of the SHROOM Tech.

Jade: We certainly are.

Shawn: SHROOM Tech Sport, in particular, is a great pre workout or, as Jade says, pre-life.

Jade: Pre life, honey.

Shawn: It get's you going. It really helps to boost your immune system and gives you that little bit of energy to help to really power you through your workout or through your day. It is incredible stuff. So head over there and check them out. The basis of that is cordyceps mushroom.

There are thousands of years of documented history of use for improving stamina, increasing your insulin sensitivity, and helping your body to really utilize more oxygen and deliver more oxygen to yourself. This is really incredible stuff.

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So head over there and check them out at onnit.com/model for 10% off all of your health and human performance supplements.

Now, let's get into the iTunes review of the week.

Jade: Let's do it! This one is another five stars, Shawn. It says, "Very, very impressive, CourtneyNelson123.

"As an aspiring health and nutrition expert I completely support this podcast. I have listened to so many others in the past but this one is the most professional, knowledgeable, and relatable that I have heard. The scientific details of how the body works is what I really love. You don't just say, 'eat this, not that,' but you explain the benefits of eating certain foods and taking certain supplements. You also explain how they work in the human body. This is what I want in a podcast. I listen to you guys talk and I feel motivated to make changes in my own diet because you make it sound so doable. Thank you for being my inspiration to continue in my education and hopefully one day be as smart and as healthy as you."

Shawn: Oh my goodness. That is incredible. I love that. Thank you so much. You even brought up the "eat this, not that" paradigm that the world is seeing. Don't eat the double-stuffed crust pizza, instead choose the cheeseburger stuffed pizza hot pocket, right? Go for that instead. Hot Pocket. And that's supposed to be so much better so they are giving you either horrible or deathly horrible options to choose from instead of helping people get out of that whole paradigm and focus on eating real food, things that only have benefit that still give you flavor sensations and so much enjoyment.

You can enjoy the process of getting healthy instead of suffering just a little bit less.

Jade: Sure, and she took it a step further to say how she has learned from what it does to your body. How to make your body do better.

Shawn: Hot pocket.

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Jade: Hot body.

Shawn: So let's go ahead and get into our topic of the day. Today we're talking about creating a sleep sanctuary. Again, this is so critical because we spend about 1/3 of our entire lives in our bedroom.

Jade: So, I picture that pie in the three slices and one of them is just somebody laid out. That's a huge portion of your life when you think of the other things that go on.

Shawn: And that environment is very, very important. Let's actually get started with the concept of a sanctuary itself and the neuro associations that go along with it.

I want people to understand this, and you have probably heard this before, humans are creatures of habit. What that means is the human brain is always looking for ways to automate things in order to free up energy. Have you ever had that experience where you were driving home from work and you were suddenly in your driveway and you don't remember any of the mechanics that it took you to get there?

Jade: Yes. I timed out.

Shawn: Have you done that before?

Jade: Yes, because I've been in that zone.

Shawn: So we've all had that experience before and, again, it's because our brain is always looking for ways to automate things. Now, we've also evolved to quickly create certain neuro associations to things in our world.

First, one of those things is to really distinguish whether or not something is a threat or whether it is safe. We're doing this all the time. It is incredibly important to realize we are doing this at an unconscious level. Whenever we meet somebody there's a part of our brain that is questioning are they going to

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eat me or am I going to eat them? It's always kind of sizing things up as to whether something is a threat or not.

This is because we basically have three different brains that have evolved on top of one another. It began with the amygdala which is more of the reptilian brain. Then on top of that was the limbic brain, which is the more emotional brain. A lot of mammals have these two brains well developed. But humans have the more evolved prefrontal cortex.

This is the part of your brain that can really distinguish between right and wrong, to make decisions, to be able to really modulate and control your emotions. You can actually control your thoughts. You can think externally and internally. You can think about context and content. You can move all over. You can think broadly. You can think very, very focused. You can make decisions to choose that. This is a very, very powerful thing that human beings have.

Jade: We can go beyond instinct.

Shawn: Exactly. What I'm talking about here with the sizing things up has to do with your amygdala. It is doing that automatically just to keep you safe because that was the modus operandi at the beginning of our evolution.

Next, is to create automated responses to things, this is so that you can do things without having to "think about them." For example, riding a bike. When you first did that it was hard.

Jade: Right.

Shawn: You probably got scratched up and probably fell. But eventually, we even say it today, it's like riding a bike.

Jade: That's the analogy.

Shawn: The other day I was playing my son in Madden. I crushed him.

Jade: Oh don't do it. Did you show any kind of restraint.

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Shawn: Of course, I backed off when I could have scored another touchdown.

Jade: In the end did you make sure that you were on top? Does Dad have to win?

Shawn: The son's motivation is to beat his dad. It is just going to make him better.

Jade: But Dad's motivation is to never let the son beat him, I think.

Shawn: Hey, it keeps us going. I was kind of making a joke with him as I was sitting there. I said, "it's like riding a bike," because I hadn't played in so long. But it is, it's like riding a bike.

Jade: How funny. What a symbiosis you two are.

Shawn: Now the same thing, it's like we talked about before, getting to your house from work. Going to bed is generally an automated program. You do certain things and things are a certain way for you to go to bed.

Humans are not just creatures of habit, we are also creatures of habitat. So we are actually shaped by our environment. Our environment plays a huge roll in determining our habits and our character.

Our sleep environment will affect our behavior and sleep efficacy accordingly. With that said, Jade, what do you think about when you think about a sanctuary?

Jade: I think of a cool place with greenery and flowing water and breeze and sunshine and peacefulness and stillness and light.

Shawn: Um, wow. I can see it. Yes.

Jade: And softness.

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Shawn: Yes, yes. All of those things would come to mind for a lot of people. Plant life. You said greenery. We're going to come back to that but what most of us have right now in our sleeping environment is the opposite of a sleep sanctuary.

Jade: Well yeah.

Shawn: It's more like a sleep hostage situation. So let's talk about what some of those things are and then we will come back around and actually wrap the show up by sharing seven tips to creating a sleep sanctuary. We're going to come back to actually creating that sleep sanctuary. But first, we're going to talk about some of those hazards that are kind of holding you sleep hostage right now.

Jade: Oh my gosh.

Shawn: First of all, one of the big ones that we talked about in depth in my book [Sleep Smarter](#) and also in previous episodes of the podcast as well. But, if you don't have [Sleep Smarter](#) this is mandatory stuff. You need to get your copy. It's one of the most important tools in your health arsenal that you will ever have in your life. The things in that book will literally impact your life every single day for the rest of your years and will actually add years to your life in the first place.

One of the things we talked about that is a huge issue in a lot of people's bedrooms is the electronics (computers, iPhones, cellular phones, TVs).

Jade: The electric jungle.

Shawn: research has demonstrated that night-time light exposure can actually suppress the production of melatonin. A lot of people are utilizing their devices in their bedroom. They are sitting in the bed maybe playing on the iPad or laptop or are watching television. A particular study that I put into the book from Rensselaer Polytechnic showed that two hours of iPad use before bed was enough to drastically suppress melatonin levels and actually bring your melatonin levels so low that they are at daytime levels which is actually the ground floor.

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Jade: Oh man!

Shawn: Melatonin is the get-good-sleep hormone. So if melatonin is suppressed you are not going to be able to get into deep rejuvenative sleep. You can fall asleep but we need to get into stages 3 and 4. That's deep sleep, non-REM sleep.

Jade: We need to get under.

Shawn: That's right, we need to get under the under, get down. With that said, that's one of the obvious things about it.

Jade: So, feasibly if I were planning to go to bed at 10 because you were all on us about the sleep episode of The Model Health Show, I would need to be done with devices well before 8.

Shawn: Well, what we're talking about with creating a sleep sanctuary is to not have them in our room at all, don't even bring them into your bedroom because of this other issue which is the EMF, electromagnetic fields.

Dr. Dietrich Klinghardt is well-known for his successful treatment of neurological illnesses, chronic pain, and autistic children with integrative medicine. He says, "eliminate radiofrequencies and all of those relating sources" from your sleeping quarters.

Radiofrequency signals from portable phones, cell phones, and wireless devices have been shown to interfere with your body's immune system. So don't keep your cell phone or charging stations in your bedroom. This is all according to Dr. Dietrich Klinghardt.

Jade: We so do that.

Shawn: It's also recommended to turn off your Wi-Fi in your house at night. This is interesting and I just started to do this and I'm still kind of monitoring whether or not this is having an impact.

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He explains how the electromagnetic fields interfere with, not only your own biology, but that of your unborn child. This is actually contributing to the creation of autism.

According to Dr. Klinghardt, one of the most important preconception health considerations is your level of electromagnetic field exposure, particularly where you sleep and work on a daily basis.

He performed a small study showing that autism can actually be predicted based on the EMF levels of your sleeping quarters while pregnant.

Jade: Stop!

Shawn: He found that if you sleep in stronger electromagnetic fields during pregnancy your child will likely begin to exhibit neurologic abnormalities within the first two years of life such as neurological dysfunction, hyperactivity, and learning disorders.

Jade: Wow.

Shawn: When people hear this stuff it's like whoa, that's crazy. I never even considered anything like that.

Jade: No.

Shawn: But the thing is, this is all new.

Jade: It's part of our world today.

Shawn: Us playing with these different energies is not a small thing. Humans have just started to kind of manipulate these different waves and patterns. We can't see Wi-Fi but we're swimming in it right now.

Jade: Yes, we are.

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Shawn: It does, in fact, impact the communication between the cells in your body.

Jade: It's passing through there too just like everything else.

Shawn: It is a biometrical energy field.

Jade: Yes it is, passing right through.

Shawn: Now, this is not to go and start walking around wearing an aluminum foil outfit. It's not about that. It's just about stacking conditions in your favor so you can live in a world but be one of the healthy examples of what's possible in the world.

Jade: Live in it but not be of it.

Shawn: This is talking about unborn children. And we are just big babies. We definitely have more resilience because we've been exposed to more of these stressors. But, at the same time, it is still impacting us and I just want people to be aware of that.

There is a lot of information out there and there is a lot of credibility to it. At the same time, we don't want to live in fear. So, just understand that. We want to keep the electronics out of our bedroom if at all possible. And, as a very tangible real-world example is the fact that couples that have televisions in their bedroom have 50% less sex.

Jade: Half?

Shawn: Half.

Jade: So, if we took the television out you are saying we could be having twice as much...

Shawn: Jammin'.

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Jade: Jammin' is the thing to do.

Shawn: What I want people to understand....Right now somebody has already paused and just came back. Because a guy, the husband or boyfriend, probably went and got the TV out of the room. But, it is one of those things that is a distraction. It is distracting you from what your bedroom is really about. It's a hub for communication, relationships, sleep, recovery.

Maybe watching TV, to you, is a mundane activity. But, I guarantee if we strap you to brainwave-reading technology you will see that parts of your brain are lit up like fireworks because of all of the data coming in to your optical receptors and firing off parts of your brain. It can be very, very stressful.

You know how we actually get into stuff too. When we are watching sports or movies the adrenaline goes up and our fear or sadness, our emotions, are a very manipulative thing.

Jade: I can see how that would be a distraction because it's other emotions altogether. So even if you were trying to get into this place of peace and focus and energy toward one another it creates a whole zone of other activity regardless of what it is. You know, you can't occupy the same space.

Shawn: Absolutely, you just said it. It's a barrier. And this is so valuable. You should never ever bring work to bed with you. That's not a good idea. That is like a recipe for disaster in a relationship. So keep your work out of the bed space at least.

We just touched on the impact on sex. But now let's move on to another issue in the bedroom because it's really knocking people's sleep and giving people a hard time with their sleep, light pollution.

Jade: So you want us to get rid of our lights too?

Shawn: I'm not saying that Jade. You can have your lights in your room. But when you are sleeping at night you should get your room as dark as possible.

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Black it out. Because it's not just your optical receptors because some people will just get an eye mask because their neighbor's porch light or the street lights outside, fluorescent bulbs, or maybe there is light in your room coming in from different rooms. Your eyes obviously have receptors. But your skin also has photoreceptors that pick up light.

Just to kind of give you a real-world example is how your skin can actually pick up sunlight and convert that into vitamin D via the cholesterol in your system. Your skin can actually change color because of its color from its intimate relationship with light.

Jade: Obviously.

Shawn: Light of all types can signal your body to secrete more daytime hormones.

Jade: Not just sun.

Shawn: Right. It's picking it up. It is going to communicate through your skin to your internal organs, your hypothalamus in your brain, to say, "hey, there's some light in here." Maybe the sun is coming up. It can throw off your circadian timing.

What we're saying is to black your room out. Get some of those blackout curtains to make it super dark. Make it like a little sleep love cave in your bedroom.

This for me, personally, was the thing that radically changed my sleep quality more than anything. Once I did that it changed the game for me.

Jade: I have to admit, that was the thing too. Remember when we first got started and I was wound up and on the go so much? It was the day after you gave me the ultimatum that said, "if you don't start getting sleep I'm not doing anything else about working with you ever again."

Shawn: This is a true story.

Jade: This is a true story.

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Shawn: This is a true fact, as they say.

Jade: I said, "I can't. How could you be so cruel." Sure enough, immediately within the very first day of making that change. Things were different.

Shawn: Yeah, you were a different person. I got to meet Jade.

Jade: Hi, hello.

Shawn: So yes, that's another issue, light pollution. Another issue is the actual temperature in your bedroom. This actually does matter. What I encourage people to do is cool it off.

Studies have found that the ideal room temperature for sleep is quite cool actually, around 60 to 68 degrees Fahrenheit. For some people that's a little nippy.

Jade: That is.

Shawn: Anything too far above or below this range will likely cause some difficulty sleeping. This is because your body goes through a process called thermoregulation every single night to basically cool down your body core temperature to create the environment in your body for good high-quality sleep. It is a natural thing.

What they have actually found in research is that people with chronic insomnia actually have a warmer core body temperature at night when it's time to cool down they are actually going up a little bit.

Jade: They get too warm.

Shawn: That's one of those interesting things. We'll come back around to talk about that. We want to keep it a little bit cooler but not so much that it's like a polar bear's toenail.

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Jade: Or nose. So, I was considering buying one of those mattress toppers that has the cooling gel because there is some marketing about that. I remembered that you had mentioned that.

Shawn: We had the amazing and incredibly knowledgeable, Dr. Kelly Starrett, on the show. He is actually a big fan of that because he is one of those people who is a beast when he is sleeping. He is kind of hot and sweaty. He has found this has really helped him get that high-quality sleep. So that's another thing.

Also, one of the issues in the bedroom can be the air quality. The air that you breathe actually carries more than just oxygen into your cells. It carries other ionic elements that are vital to your health and well being. There are actually ions in your air.

As the air inside your home begins to become stagnant the ions in the air start to lose their electrical charge (negative charge). This is where there are very rejuvenating places on the planet. If you go near a waterfall or body of water there are a lot of negatively charged ions. It just makes you feel more rejuvenated and alive and refreshed.

However, you might go to sleep. You might fall asleep on the beach because your body is getting reset. It is getting high-quality energy and you are waking up feeling so much better.

The issue comes when we are in our sleeping environment, the place we spend 1/3 of our life. If the air is stagnant there we will start to lose a lot of energy potential from our own bodies. We want to make sure our air quality is up to par. We will talk about how to do that when we get to the seven tips.

One of the big issues depressing and degrading our air quality in our room is off gassing from our mattresses. A lot of people are not aware of this. Most mattresses contain toxic foams, synthetic fabrics, and are treated with chemical flame retardants.

This was seemingly for a good purpose initially but it has just gotten way out of bounds.

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Jade: We bought them for those reasons at one point.

Shawn: So I looked into these chemical flame retardants. One of them is PCDEs. These have now been banned. But before 2004, not more than ten years ago, these were used pretty much across the board. But since then it has been determined that these chemicals were toxic to your liver, thyroid, and nervous system and have been phased out by companies.

Again, I don't want you to be somebody that gets this information late that we are talking about today. This is just one thing that they found. They were putting this on the beds that people have been sleeping on.

Jade: We're laying on it.

Shawn: One-third of our life! Then they have found it causes problems with the thyroid. Now they have decided to phase this out. The public doesn't get to hear this. Even now they are still using boric acid in flame retardants. This is a known carcinogen. They use PeMelamine resin which contains formaldehyde.

Jade: Ick.

Shawn: These things are really something to be aware of because a lot of people have no idea about this.

Jade: No, we don't believe we are just laying in a sewer every night when we go to bed.

Shawn: I'm not a ninja turtle.

Jade: I'm not!

Shawn: Do I look like Donatello? So, many times, when I survey people they get a mattress and, if they deliver, the dealer will tell them to let the room air out.

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Jade: Yeah, because of the smell.

Shawn: Have you ever heard that before?

Jade: I just had that happen.

Shawn: See.

Jade: I washed up all of the new sheets and new comforters because I was working on my new sanctuary. My husband said, "Man, this pillow stinks."

I told him I washed everything. But it was the pillow, the actual material.

Shawn: That's not normal.

Jade: Then we blew it off.

Shawn: It's kind of like a fresh paint smell in your room.

Jade: That's right. It's chemical. Easy, we knew that as much but we just kind of blew it off because that's how it is.

Shawn: We don't think about it.

Jade: What other choice do we have?

Shawn: If you think about it now, they say to let your room air out after you get a new mattress or new bed items.

Jade: So you don't get asphyxiation.

Shawn: That's crazy. You should not have to do that. It's very, very strange. The issue arises when you think that because you can't smell it anymore that it's gone. Because, first of all, you need to understand that we adapt very quickly. Our sense of smell adapts very quickly.

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For example, when you walk into a public bathroom, you get adjusted to it very, very quickly. Or if somebody is wearing perfume or if you are wearing a particular scent. At first you will smell it but then you won't smell it anymore. We kind of get adapted to that.

But over time it's just going to be lower levels of it but it is still going to be present.

Jade: It's there but we're not aware.

Shawn: That's one of the biggest issues as far as the air quality in our room, the off gassing from our mattresses. Speaking of the mattress surface, this could be one of the biggest hazards that is holding people ransom in their own bedroom, the mattress surface itself.

One of the biggest issues is that 70 million Americans actually suffer from sleep-related pain. That's 70 million!

Jade: Million.

Shawn: From sleep-related pain. Consumer Reports states that you need to replace your mattress every seven years. I had no idea about this.

Jade: I'm so overdue. Oh my gosh! I'm like twice lapped on that.

Shawn: The ISP, the International Sleep Products, suggested you replace your mattress every eight years. This is just something we don't think about.

Jade: No, we don't.

Shawn: Here is the underlying thing we need to talk about, most mattresses sag 25% within the first two years. This is likely the number one cause of sleep-related back pain.

Jade: Easy.

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Shawn: This is because of the weight of the hips. When you are laying down this is the heaviest part of your body that is going to be lying down on the mattress. The foam starts to break down. We've got this fancy memory foam or whatever it might be.

It starts to break down and degrade there first and this causes it to lose the stability for your spine. This is called mattress resiliency. This is its ability to push back. It becomes inconsistent and this push back can cause problems with your spine being in its proper position.

Jade: That makes sense.

Shawn: Personally, this was an issue for me. With people knowing the whole history with my back issue from when I was 20 years old and regenerating my spinal tissue and my discs in my back. I am still just going in and getting things checked every now and then. But in working with our amazing chiropractor they did a scan and saw that the discs in my spine looked fine.

The degenerative issue that was supposed to be incurable is all good. But the upper part of my spine was starting to curve ever so slightly to the right. This is because I lay on my left side. The mattress was sagging in.

This was a year ago. Not super frequently, but once every month or two months, I would have a little flare up of back pain and I was wondering what was going on here. I would work it out and then it would happen again. Personally, this got me to thinking and when I saw that I came across a diagram online that showed the mattress was probably the main cause of that upper curvature in the spine happening with somebody that doesn't have scoliosis or something of that nature.

Jade: I wouldn't have thought of that.

Shawn: Because of this, I actually got my hands on what we sleep on today. It is something called an [IntelliBED](#). One of the big reasons we shifted over to this is that there is a 33% loss of resiliency for the most high-end foam bed over the lifetime of that bed.

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The is only a 5% resiliency loss for the IntelliBED over the entire lifetime of the bed which is 30 years. There is a 30-year warranty with this bed versus seven or eight. But, really two years with these fancy super expensive beds that really don't hold up to the test of time.

What this bed actually has is a hypoallergenic antimicrobial nontoxic IntelliGel. It is a gel-filled bed. What I have, in particular, is the posture-perfect model. It has a 30-year warranty and I have had no problems with back pain in nine months now.

Jade: Have you gone back for a scan?

Shawn: I haven't got a scan yet. But this is coming up here soon. I think we will go to get it checked out to see if there is any difference.

Jade: I want to know. Are you saying 30 years, we don't need to replace it for 30 years. Is the seven-year need to replace no longer necessary with a bed like this?

Shawn: Since the bed actually still has its resiliency you will probably not need to replace it. But, again, it has a 30-year warranty. So if there is ever a problem with the bed...First of all, my wife fell in love with it first.

Jade: She likes it? Well then.

Shawn: I was surprised because it is a little more firm of a bed that what we had. She was just all in it. She was loving it and talking about it. I really didn't know at first until I monitored myself over the past few months. I realized I feel right. There are no little things off and no kind of kinks. So making sure that you have a bed that is actually supporting your spinal integrity...

This is the number one wellness mattress that there is. I reached out to them, got connected, and was able to get some more information and I've just been blown away. Their customer service and care, they actually care about creating a

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product that is actually going to add health to your life. They actually care about that.

One of the things I didn't talk about as far as your muscles and imbalance in normal mattresses is that, because of that dip in the mattress, some of those muscles are going to be on when they should be at rest. So it can create other muscle imbalances as well.

Jade: I can see that.

Shawn: So shoulder issues and issues with your obliques and abs and the rotation of your hips. So many different things can happen.

Jade: I've got to tell you there are times in the middle of the night where I have had to get up because of that discomfort and maybe push my husband over to the other side and switch. There are some true adjustments that are being made and I'm wondering what it is.

Shawn: Yeah, the mattress matters.

Jade: The mattress matters.

Shawn: There are a lot of illnesses that can be connected back to low-quality sleep. We've talked about this many times. Insulin resistance, one night of poor sleep quality can make you as insulin resistant as a type-2 diabetic. This is well documented.

Obesity, if you are not getting high-quality sleep. Four hours or less per night can lead to upwards of 75% greater incidence of you becoming obese.

Jade: Or staying.

Shawn: Right. And it's not just getting sleep and whether you are getting more than four hours of sleep, it is whether you are getting high-quality sleep or is your body in pain or are you breathing in off-gassing chemicals all night long.

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Jade: And then it could be all of the above and you are really having a rough night.

Shawn: Right. So I want to dive in just a little bit deeper on this incidence and understanding with this mattress off gassing. Many people have heard of SIDS (sudden infant death syndrome). In and of itself it is a misnomer because a syndrome is something that can manifest and go away. If it is SIDS and the child dies then it is not a syndrome, it's a death. But it is something that has just been marketed wrong. It has a lot of fear associated with it and a lot of misunderstanding.

In the Journal of Nutritional Environmental Medicine they actually stated by looking at these particular studies (some of this is really fascinating). Cot death, crib death, or SIDS is often caused by gaseous poisoning due to flame retardants. The gases are phosphine, arsine, and stibine and/or their derivative gases. These toxic gasses can be generated from a mattress on which a baby sleeps.

The gasses are formed by the action of common household fungi, on compounds, respectively, the elements phosphorous, arsenic, and antimony within the mattress. These things are found within the flame retardants in the mattress. The cot death risk increases as the mattress is reused from one baby to the next. They found that as the subsequent children would sleep on it they would have a higher incidence.

The risk of cot death can be virtually eliminated by insuring that babies sleep on a mattress known to be free from compounds of phosphorous, arsenic, and antimony and using only certain, specific bedding. Rooney Laboratories analyzed bedding that was used by babies dying from SIDS and found traces of phosphorous, arsenic, and antimony.

A lot of people may not have heard of antimony before. It is a catalyst in making plastic. There are a lot of plastic compounds in there. Mattresses usually contain these fire retardants and plasticizing agents. We also have the skin cells that can shed by the body and become organic matter from microbes that decompose. Bed bugs and things like that can start to go crazy there.

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I looked at and read multiple studies with this because it was so fascinating. In 1994 there was a nation-wide program that took place in New Zealand to protect children and prevent SIDS. Given the close examination of cot deaths in New Zealand they started to use mattress wraps to wrap the mattress up and block off gassing from the mattress itself.

They found that given the close examination of cot deaths in New Zealand over the examination period (about 650 deaths from 1995 to 2004) none of the reported deaths were from beds that had been wrapped in the mattresses.

They virtually eliminated the SIDS. Wrapping virtually eliminated the crib deaths.

Jade: That really tells the story.

Shawn: There were no instances over almost 10 years. That should tell us something very, very interesting. When a child gets here, Sudden Infant Death Syndrome is when a child is an infant, they are very, very sensitive. They have just gotten here. This is not a small thing.

Again, if that mattress is just pushing out these chemicals it can be very, very deadly. We are not you are what you eat, you are what you eat, drink, and breathe.

Our job on The Model Health Show is to bring things to light. Things that may have been harming you or things that can be incredibly valuable to your life so that you have the option and knowledge to make a choice on whether or not you want to partake in it or not. Now that we've had an opportunity to look at some of the hidden and even some obvious issues in our bedroom this is a good time to actually go in and dive into creating a sleep sanctuary. How can we create a place that's health giving every time we step into this place to really rejuvenate ourselves so that we get all of these massive benefits? How can we do that?

Let's dive in to the seven tips for creating your sleep sanctuary.

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Tip #1 for creating a sleep sanctuary: Remove the proven sleep disrupting electronics from your room. We already dove in and talked about the different factors and why this is important, critical actually, for you to do.

This tip is really cut and dry and simple. It is just a matter of what level you want to play at. What level of mastery do you want to have with your health and your well being? Are you going to be living in the electronic jungle? Is your bedroom like walking into Best Buy or is it a sleep sanctuary where there will be a presence and feeling of relaxation and peace and calmness in connection?

Get all of those sleep-sucking devices out of your room. I promise you that you will be okay.

Tip #2 for creating a sleep sanctuary: Get some blackout curtains ASAP.

Jade: You've got to get those.

Shawn: If you've not done this yet, do yourself a favor and get yourself some blackout curtains. They are not that expensive. You can go to Dr. Google and get some or go to Target or wherever you might find yourself. You will be able to find blackout curtains. They are becoming more and more popular now.

These are the ones that the fancy pants hotels use. You think you sleep so well when you go on vacation because maybe you are at the beach or are not stressed. But really, part of that whole equation is the fact that the room is now pitch black. They black the room out so you are sleeping in total darkness. Whereas, at home, who knows what kind of environment you are in with different light spectrums hitting your body and causing you to have disruptive sleep.

Definitely get yourself some blackout curtains ASAP.

Tip #3 for creating a sleep sanctuary: Replace your alarm clock/phone with an alarm clock that has a total dimmer shut off. I actually have one that is made by Sony that you can turn your light all the way off. Research shows that the

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ones that have a blue or white light are actually more sleep disruptive than the red light.

But the red light is still kind of annoying. That's what you kind of think about, at least I do. It's like seeing movies when you are growing up. It's something that's annoying. So replace your alarm clock with one that has a total dimmer shut off.

Your phone also has no place in the bedroom. A lot of people would say, "Shawn, I'm not going to do that one." And that's fine. You can stack the conditions in your favor. But if you are going to play at a high level and be a happy, sovereign individual in control of your life, get that phone away from your bed. It inherently has frequency and radiation. On the box it says to keep it away from your head. Some people sleep within one foot of their cell phone at all times. It doesn't even leave their side.

Jade: Some people keep it on their pillow. I've seen it.

Shawn: There's a video. I'll put the video in the show notes of a young girl who fell asleep with her phone and it burned a cell phone sized hole right through her pillow. She could have died because it caught on fire. This is an electronic device. It has no need to be by your head like that, it's your little baby, your little comfort. Instead of being a fluffy little stuffed animal it's a cell phone. And for a lot of people it's also their alarm clock.

People ask me what they are going to do for an alarm clock? Get an alarm clock. That's just an excuse. We get a little bit of a serotonin hit when the message comes in or when you see you have a new Instagram come in or Twitter, or whatever it is.

If you are getting up in the morning with that as your alarm clock, and I've surveyed a lot of executives, they will immediately start checking their messages. So, instead of getting up having a morning ritual ready to do your exercise, get your nutrition in, meditation, whatever it might be, now you are putting out fires. You are responding and everybody else's needs are going to be put before yours.

Jade: Immediately.

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Shawn: So, switch that up and start using an old-school alarm clock with a total dimmer shut off.

Tip #4 to creating a sleep sanctuary: Get back to what Jade initially said in her vision of what a sanctuary looks like, greenery. Get a plant or two.

Jade: I love that.

Shawn: I wrote about this in the [Sleep Smarter](#) book, I had a chapter actually dedicated to the sleep sanctuary. NASA, the smart guys, rocket scientists for real, listed English ivy as the number one air-filtering house plant. It has an unmatched ability to absorb formaldehyde which is a neurotoxin. Most of us have no idea about this but we are exposed to this every day because we are just living in this industrialized world. We are also talking about off gassing mattresses with formaldehyde.

English ivy can actually help to transmute those toxic compounds and actually give you fresh, clean oxygen. That is really, really wonderful news.

Another one that I actually have is the perennial snake plant. This does not require much light or water to thrive. It doesn't need a lot of attention, which is great for me because I'm not a plant guy. I actually said that prior but I have now kind of grown this affection toward this plant. It's funny how that happens.

Jade: Life gives life.

Shawn: Yeah. What's most impressive about this plant is that it absorbs carbon dioxide, releases oxygen during the night. It is nocturnally doing this which is the opposite of a lot of other plants. So it's a great plant to have in your bedroom to boost the air quality.

Tip #5 for creating a sleep sanctuary: Make sure the air is right. The biggest thing is to get a mattress that isn't off gassing and causing the air to be a problem in the first place. But, outside of that, especially in the winter months when people are kind of sealed in a box, get a humidifier to kind of soften the air

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and make it more moist and natural. And maybe get an air ionizer. They have become more and more popular.

Jade: Here's an idea, open your window or crack your window a little bit during the day. Let some of that brisk fresh air in.

Shawn: It's as simple as that. That's the free version. I like free. You can also use ceiling fans or have a fan to help circulate the air because it's stagnate and stale. Something as simple as that. Or, of course, you can look to the air ionizers and/or humidifiers to create more of a life-giving atmosphere with the breathing air in your bedroom.

Tip #6 for creating a sleep sanctuary: Sleep on a safe mattress.

Jade: For sure.

Shawn: Like I mentioned before, the IntelliBED is the best sleep wellness bed on the market. Again, I reached out to them and we connected. I have a phenomenal bed. I love this bed. I have never said that about a bed before but it's nontoxic, hypoallergenic, and antimicrobial. This is something safe for your family, especially if you've got kids to consider. What are they sleeping on?

It also gives spinal support. This is not something that will degrade and lose its resiliency. It's got a 30-year warranty. So I reached out and asked them if there is something they could do for my audience. They said they would give a 10% discount. So, head over to intellibed.com/modelhealth and they will give you 10% off any of their mattresses there.

I don't know why they agreed to do this but they are also going to give away ten of their IntelliPILLOWS. These are \$150 pillows that are made with the same material, medical grade IntelliGel, nontoxic, hypoallergenic, zero off gassing. It also relieves pressure points. It sleeps cool so this actually helps to keep your head and body cool and it is industry leading 20-year durability. That is a 20-year warranty for a pillow.

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This is why it's a little more expensive short term because it is going to save you money long term. They are going to actually give away for my audience ten of these pillows. All you need to do is head over to intellibed.com/modelhealth and fill out the form. There is a little survey with a couple of questions asking about your sleep quality and just getting your name and things like that.

Once you send that in I'm going to do a random give away. We will make it over the course of this week so you will have this entire week from when this is posted to actually go and fill the form out.

Hopefully you will be winning yourself one of these IntelliPILLOWS. That is the other bonus they threw in. They were really happy and grateful I connected with them because we are on the same mission. They are doing this through creating wellness products for your bedroom and creating the most powerful wellness mattress that there is in the world and helping to support your health that way. Whereas, we have The Model Health Show.

So we are talking about the nutrition, fitness, and mindset to help bring all of this stuff together to really motivate you and give you the tools to be the healthiest version of yourself. We were eye to eye so they wanted to throw in some extra stuff. So definitely head over there and check them out and, if at all possible, really consider making that shift and get yourself a really high-quality mattress, something that will be an investment up front and will last you for many decades. That is so powerful.

Tip #7 for creating a sleep sanctuary: Keep it cool. Studies have shown that insomniacs, individuals with chronic sleep issues, tend to have significantly warmer core body temperatures right before bed (like we already discussed, that's what the research indicates). There is also a Dutch study where scientists had participants wear thermal suits to lower their skin temperature less than 1 degree Celsius without affecting the core body temperature to measure its impact on sleep.

The study results show that the participants did not wake up as much during the night and they spent more time in stages 3 and 4 deep sleep than the control

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group who didn't use the thermal suits. So just cooling yourself a little bit can help you get that deeper, higher quality sleep. It is right there in black and white.

For the people that tend to be cold natured, I encourage them to wear some warm, fuzzy socks. Really, the extremities are the thing that bother a lot of people. So wear some nice warm socks but keep it cooler in your bedroom. It doesn't have to be 62-68 but maybe 70 degrees. Just cool it off a little bit more and it will intrinsically help to improve your sleep quality.

These are the seven strategies for creating a sleep sanctuary and we've just delivered so much information and valuable content for you that if you can add just one or two of these things into your life it can radically change your sleep hygiene and health as a result.

I want to thank you so much for tuning in to show. And thank you for sharing the show with people you care about.

Jade: Absolutely.

Shawn: It means the world. I get more messages from people who someone shared the show with them than people who have been listening to the show for a while because they are so happy and excited and grateful that they have this information in their hands. Again, a lot of stuff we deliver here you just don't hear about. This is our chance to really change the health landscape on our planet.

I appreciate you for being a part of this with me and tuning in each and every episode. It really, really means a lot. Take care, have an amazing day and I'll talk with you soon.

Jade: Have an amazing night!

Shawn: Sleep tight. And, make sure for more after the show you head over to theshawnstevensonmodel.com. That's where you can find the show notes and if you've got any questions or comments make sure to let me know. And, please head over to iTunes and give us a five-star rating and let everybody know that

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our show is awesome and you're loving it. And I read all the comments so please leave me a comment there and take care everybody. I promise to keep giving more powerful, empowering, great content to help transform your life. Thanks for tuning in.