



For: **SleepPhones**

**FOR IMMEDIATE RELEASE**

**ARE AMERICANS MADDER IN MARCH BECAUSE OF MORE SLEEP LOSS?**

- Help in getting to sleep is on the way from SleepPhones, the comfortable, easy, and convenient way to plug in, chill out and get the sleep everyone needs-

**BELLEFONTE, Pa.** - It happens every spring for most of the country and many people are bound to lose sleep over it. It's called "Daylight Saving Time" and for anyone who has trouble sleeping, the loss of an additional hour of sleep can aggravate their problem even more. To call attention to the seriousness of insufficient sleep, the National Sleep Foundation has declared March as Sleep Awareness Month.

Inadequate sleep is a serious problem. The Centers for Disease Control and Prevention in Atlanta have called it a public health epidemic that affects from 50 to 70 million Americans annually.

A family doctor in Pennsylvania has invented a unique approach to treating sleep problems without habit-forming pills. When Wei-Shin Lai, M.D., was on call for emergencies at her hospital, she had trouble getting back to sleep after being called in the middle of the night about patient problems. She and her husband invented a patented, headband with built-in speakers called SleepPhones that enable the user to fall asleep easily and comfortably.

Unlike bulky headphones and irritating ear buds that can be painful and frequently fall out, SleepPhones use ultra-thin speakers that are sewn into a soft, warm fleece headband.

-more-



## **SLEEPPHONES BEAT SLEEPLESSNESS 2-2-2**

"Users tell us that they can listen to their favorite music, an audio book or binaural beats technology sounds that can make getting to sleep comfortable, convenient and extremely easy," said Dr. Lai.

SleepPhones are specially designed to be the most comfortable sleep headphones for use in bed. They are also great to use when traveling on a plane, train or bus. They plug directly into almost all music players and make it easy for the user to listen to anything they like, such as soothing music or the sounds that utilize binaural beats technology to soothe and calm brainwaves the lull one to sleep gently.

Free downloads with binaural beats technology for MP3s are available on the SleepPhones website: [www.sleepphones.com](http://www.sleepphones.com). Also, there's a convenient app for the iPhone.

SleepPhones are so comfortable, they are called, "pajamas for your ears." Even people who suffer from chronic insomnia have been able to stop taking sleeping pills and have come to rely on the good sleep habits with SleepPhones.

SleepPhones have helped save marriages when one spouse snores and keeps the other awake. With SleepPhones, whether the partner snores or wants total peace and quiet, the user can still listen to music or an audio book or binaural sounds to help them get to sleep almost effortlessly.

Readers who would like to learn more about SleepPhones, should visit the company's website: [www.sleepphones.com](http://www.sleepphones.com).

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**EDITOR'S NOTE:** To arrange to speak with Dr. Wei-Shin Lai, or for more information about SleepPhones, please contact Casey Macioge at 312-339-7488 or [casey@acousticssheep.com](mailto:casey@acousticssheep.com).



## **ABOUT ACOUSTICSHEEP LLC**

Founded in 2007, AcousticSheep LLC manufactures and markets SleepPhones® and RunPhones®, innovative headphones with thin padded speakers sewn in soft comfortable headbands. Invented by Wei-Shin Lai, M.D., CEO, and her husband, Jason Wolfe, Chief Technology Officer, patented SleepPhones are specifically designed to help promote sound sleep and an aid in overcoming insomnia and second-hand snoring. RunPhones were introduced in 2010 to provide a solution for runners whose ear buds frequently fall out and to wick away perspiration. Both products have received significant praise from the media, are available in 50 countries around the world and sales continue to exceeded expectations. Headquartered in Bellefonte, Pa., AcousticSheep has maintained strong standards of environmental and social responsibility in both manufacturing and company operations since its inception. For more information about the company, please visit [www.sleepphones.com](http://www.sleepphones.com).