

5 areas sleep has the greatest impact on athletic performance

IMPROVED REACTION TIMES



In elite sport, even a fraction of a second delay in an athlete's decision-making can be the difference between winning and losing.

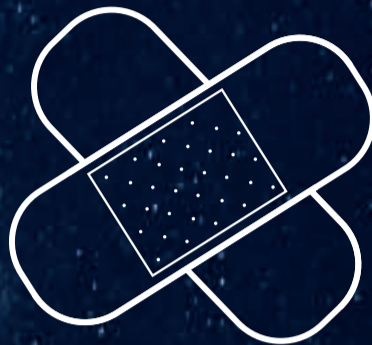
Sleep is critical to helping athletes perform at their best and it is being adopted by the world's

top sporting professionals as a secret weapon to success.

Research has shown sleep deprivation can dramatically reduce reaction times. One single night of lost sleep can reduce reaction times by more than 300% and recovering from it can take several days. Even low levels of fatigue have the ability to impair reaction times as much, if not more, than being legally drunk.¹

Take on your sporting competition with a full night's sleep under your belt for a competitive advantage.

REDUCED INJURY RATES & IMPROVED OVERALL HEALTH



Taking to the sporting field or court can be dangerous when deprived of sleep. A University of California study found that injury rates in young athletes increased during games that followed a night of sleep fewer than 6 hours.⁴

Why is this the case? Because fatigue has the ability to impact reaction time, a tired athlete is usurpingly slower to react to potential impact from other players. Our immune system is also weakened with fatigue making players more susceptible to illness.

Lastly, the restorative and rejuvenating nature of sleep, if missed, means our bodies don't have sufficient time to regenerate cells and repair itself.

FEWER MENTAL ERRORS

Without quality and quantity of sleep, our judgement, motivation, focus, memory and learning are all impaired.

Our brain struggles to consolidate memory and absorb new knowledge when we are deprived of sleep. "Past studies have shown that sleep loss impairs the frontal lobe of the brain and has negative effects on decision-making such as sensitivity to risk-taking, moral reasoning and inhibitions".²

Avoid mistakes that can cost you your spot on the podium by ensuring restful sleep before game day.

BETTER ACCURACY & FASTER SPRINT TIMES



Sleep is crucial to the body's physiological, biochemical, and cognitive restoration. One Stanford study involved a sleep-extension program with a university's men's basketball team. After establishing a 4 week baseline of normal sleeping, players went through a 7-week sleep extension period with 10 hours of sleep being the goal.

"Measures of athletic performance specific to basketball were recorded after every practice including a timed sprint and shooting accuracy. Subjects demonstrated a faster timed sprint following sleep extension. Shooting accuracy improved, with free throw percentage increasing by 9% and 3-point field goal percentage increasing by 9.2%. Improvements in specific measures of basketball performance after sleep extension indicate that optimal sleep is likely beneficial in reaching peak athletic performance."⁵

LONGER PLAYING CAREERS



Major injuries aside, the sporting career and therefore earning potential of professional athletes can be shortened by fatigue.

One recent study by W. Christopher Winter, MD, medical director of the Martha Jefferson Hospital Sleep Medicine Center in Charlottesville, Va. found a linear relationship between fatigue and playing careers.

"It is a great reminder that sleepiness impairs performance. From a sports perspective, this is incredibly important. What this study shows is that we can use the science of sleep to predict sports performance"³

1. Moderate sleep deprivation produces impairments in cognitive and motor performance equivalent to legally prescribed levels of alcohol intoxication - Williamson A, Feyer A. (2000)

2. The sleep crisis and the science of slumber - Maclean's

3. Studies link fatigue and sleep to Major League Baseball (MLB) performance and career longevity - Winter C. MD

4. Sports-related injuries in youth athletes: is overscheduling a risk factor? - Luke A, et al. (2011)

5. The effects of sleep extension on the athletic performance of collegiate basketball players - Mah C, et al. (2011)

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