

Genius Sleep Aid: The “Smarter” Sleeping Pill

written by Mike Roberto | February 8, 2018

Sleep aids are a category of supplements that aren't discussed enough in the industry, but are some of the most important products to those who need some help. We're on the go like crazy these days, with more information thrown at us than ever before, and stress ourselves out beyond the ability to sleep.



The Genius Brand is back, this time with Genius Sleep Aid, a nighttime recovery and relaxation formula. It's driven mainly by L-Glycine and a new ingredient – but not too much melatonin!

Worse, we're exposed to far too many “blue light” sources (especially at night), which screws with our circadian rhythm and impacts our ability to get to sleep and stay there.[13] This leaves us feeling rundown, foggy headed, and constantly relying on caffeine in all its glorious forms (coffee, pre workouts, fat burners) just to make it through the day.

This vicious cycle continues creating a walking dependency-zombie that doesn't function at a maximum by any means. The solution to all of this is *reset* and get a solid night's sleep – and **The Genius Brand** is here to help!

Genius Sleep Aid uses a select mix of ingredients to help clear caffeine from your body, calm your mind, and set you on the path to a restorative and productive night's sleep.

As always, when The Genius Brand puts out a new supplement, it's a *must-see*, because they always throw something unique at us... and if you can't sleep, that

might be exactly what you need to try!

We've got more info ahead, but before we get there, take a moment to check the deals, availability, and coupons from PricePLOW:

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Genius Sleep Aid Ingredients

By The Genius Brand standards, the ingredient list for Genius Sleep Aid is a bit smaller than we're used to seeing, but that doesn't mean it's any less effective. Genius Sleep Aid uses 5 proven ingredients to promote relaxation, reduce stress, and stabilize mood to help you get to sleep quicker and stay there all night long.

Note: Doses listed below are based on one full serving (i.e. 2 capsules).

- **L-Glycine (1g)**

GENIUS SLEEP AID

100 Milligrams **TheaKalm** Helps to reduce mental and physical stress, improve cognition, and boost mood.

1 Gram **L-Glycine** Improves sleep quality, reducing next-day fatigue.

100 Milligrams **Rufaecarpine** An herb that speeds up the metabolism of caffeine at night to remove caffeine from the body for a better sleep.

100 Milligrams **Inositol** Reduces symptoms of anxiety to allow greater relaxation before sleeping.

0.5 Milligrams **Melatonin** Helps regulate sleep and wake cycles. Taken at night, it helps induce sleep. Smaller doses have been shown to be more effective than larger doses.

Supplement Facts
Serving Size: 2 Veggie Capsules
Servings Per Container: 20

Amount Per Serving	% Daily Value
L-Glycine	1g
L-Theanine (as TheaKalm) from Camellia sinensis (Leaf) Extract	100mg
Rufaecarpine	100mg
Inositol	100mg
Melatonin	0.5mg

*Daily Value not established.

Other Ingredients: Vegetable Capsule (Hydroxypropyl), Silica, Acacia, Vitamin C Palmitate.

THE SMART SLEEPING PILLS

Genius Sleep Aid uses a simple combination of

proven relaxation ingredients to enhance your sleep quality and duration.

L-Glycine is a dual amino and a neurotransmitter that aids in both stimulatory and depressant processes in the body. Glycine can improve sleep quality and how quickly you fall asleep.[1]

Feel better in the morning!

But the really cool thing about glycine supplementation is how it makes you feel the morning after – which is ultimately the goal we're after.

When consumed at a 3g doses, glycine has been shown to lessen daytime sleepiness, improve performance of memory recognition tasks, reduce fatigue, and enhance "clear-headedness".[2,3]

Now, you're not getting the full 3g dose used in those studies here, so you might not experience all of these effects, but there's a good chance you should certainly notice better overall sleep, and if you are feeling good effects in the morning, it may be worth exploring the glycine path.

- **TheaKalm L-Theanine (100mg)**

TheaKalm is a patented form of **L-Theanine** manufactured by *Suanfarma*. Theanine is a calming amino acid present in tea leaves (*Camellia sinensis*). It's best known for its ability to help "take the edge off" of caffeine-based supplements (i.e. pre workout supplements and fat burners). However, when the amino acid is taken *by itself*, it promotes a calming, relaxing sensation in the body,[4,5] ideal for when you're trying to get ready for bed.

The dosing with Theanine is the real key. We tend to find that 100-200mg is the "sweet spot" that helps induce relaxation without making you feel overly sluggish.

- **Rutaecarpine (100mg)**

THE SMART SLEEP AID

GENIUS SLEEP AID

AIDING SLEEP WITH MODERN SCIENCE

FALL ASLEEP FASTER

INCREASE RELAXATION & RELIEVE STRESS & ANXIETY

IMPROVE SLEEP QUALITY

FIGHT ADRENAL FATIGUE

Genius takes an unconventional, yet enlightening, route to ensuring you get a better night's sleep.

Enter our “unexpected” ingredient, which we always get from every Genius product!

Rutaecarpine is an herb that significantly increases caffeine metabolism rates and reduces one’s exposure to caffeine.[6,7] This is great to have if you accidentally drank a caffeinated soda or other beverage too late in the evening, or maybe that last cup of coffee before heading out of the office wasn’t the greatest idea.

Bonus tip, rutaecarpine also has a history of use as a warming agent in Chinese medicine, and it’s present in many fat burners for its thermogenic qualities. So, don’t be surprised if you feel things heating up a touch at night. This may be great for those trying to get to sleep in colder climates.

- **Inositol (100mg)**

Stress and anxiety can greatly impair your ability to fall asleep and get back to sleep if you wake up in the middle of the night worried about something. That’s where inositol comes in.

Inositol is a molecule similar to glucose that operates as an important *cellular signaler*. Studies have shown that inositol supplementation can help reduce depressive symptoms and [8,9] It’s even been shown to have some synergism with melatonin, our next ingredient.[10]

- **Melatonin (0.5mg)**

L-GLYCINE
Glycine is an amino acid and neurotransmitter that has been shown to improve sleep quality.

- » Restore Cognition
- » Improve Sleep Quality
- » Reduce Fatigue

RUTAECARPINE
Originally used in traditional Chinese Medicine, this berry extract has been shown to:

- » Remove Caffeine from Body
- » Helps with Adrenal Fatigue

LEADING SCIENCE BEHIND INNOVATION

MELATONIN
Melatonin is a hormone produced by the brain that regulates sleep.

- » Fall Asleep Faster
- » Improve Sleep Quality
- » Improve Memory Encoding

L-THEANINE
L-Theanine is a relaxing amino acid found in teas.

- » Reduce Stress
- » Improve Cognition
- » Stabilize Mood

Always expect The Genius Brand to bring something new and interesting to the party.

In an era where we're seeing higher and higher doses of **melatonin** in sleep aids (some going as high as 20mg!), The Genius Brand is taking a much more measured approach with their dosing of this hormone. Typical thinking in today's society is that if a little of something works, a lot more of it will work that much better... but the truth is that melatonin dosing is always a very personal thing.

In fact, studies have shown that the compound can be effective anywhere from 0.5mg up to 10mg![11,12] Here, The Genius Brand is siding on the "less is more" line of thinking, and relying on the synergism of the entire formula rather than a high-powered knockout punch from a mega dose of melatonin.

While the dose might seem low for some of you, remember more isn't always better. Even the 0.5mg dose can help improve sleep and support your natural circadian rhythm.

And if you're one of the people who needs monster doses of the hormone, then you can simply add more, it's one of the cheapest ingredients out there. But Genius is smart in not going with too high of a dose that will shut out those who don't even want as much as 3mg. This is a wise play – give it a shot and see what happens before going off the deep end.

Recommended Dosing

BIOHACKING YOUR SLEEP TO IMPROVE LIFE

WHEN YOU PROVIDE YOUR BODY WITH ENOUGH HIGH QUALITY SLEEP, YOU ARE LIKELY TO SEE THE FOLLOWING BENEFITS:

- » Improved Memory
- » Better Problem Solving Skills
- » Sharper Focus (learning)
- » Increased Energy
- » Improved Mood
- » Lower Levels of Systemic Inflammation
- » Athletic Performance Increases
- » Healthier Immune Function
- » Easier To Follow Diets

Who better to biohack your sleep than The Genius Brand?!

The Genius Brand recommends consuming 2 capsules 30 minutes prior to bed. The brand recommends using Genius Sleep Aid for five consecutive days followed by two days off.

Get your sleep the Genius Way

Sleep is crucial to everything in life, from making gains in the gym to managing stress and performing well in your job. Genius Sleep Aid has arrived to help you get better sleep each and every night, restoring the *genius* inside each and every one of us. Turn off the lights, leave the smartphones in the other room, and get a solid night's rest for better mental and physical performance tomorrow!

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