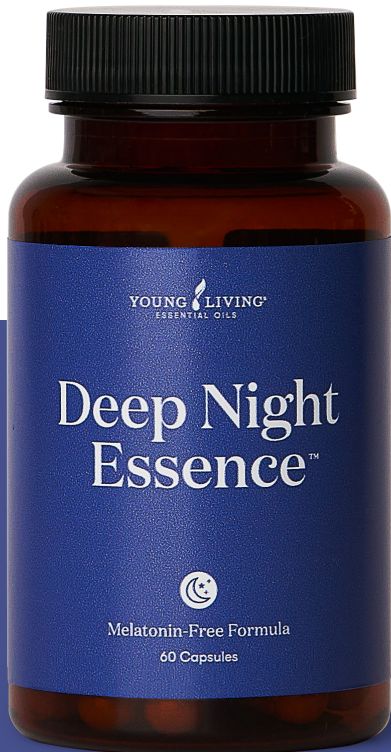


Deep Night Essence™

BRAND PARTNER PLAYBOOK



The core of your wellness begins and ends with the quality of your sleep. Deep Night Essence™ is a non-drowsy, melatonin-free supplement that supports a restful night for a better tomorrow.* It offers a nature-based, long-term solution to support healthy sleep habits over time. Plus, it won't cause any drowsy side effects the next day.*

Item No. 46956 | 60 capsules

Retail: \$48.68 | Wholesale: \$37 | PV: 32

How to use it

Take 2 capsules nightly.



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Why you'll love it

If you love your sleep supplement but hate feeling groggy the next day, then you'll love our Deep Night Essence supplement. Research suggests that quality sleep is vital for clearing toxins, regulating mood, and maintaining your immune system. That's why Deep Night Essence:

- Delivers nightly, melatonin-free support for a more restful sleep*
- Is designed for daily, long-term use
- May ease occasional stress and promote relaxation without causing drowsiness*
- Contains a proprietary blend of spearmint and green tea extract, which may support concentration, normal cognitive function, and visual recall*
- Supports regulation of the body's natural sleep cycle (circadian rhythm)

Better tomorrows with better ingredients



NIGHT BLEND: SPEARMINT AND GREEN TEA

May support concentration, normal cognitive function, and visual recall/processing.*

Clinical studies show that the proprietary blend of spearmint (*Mentha spicata L.*) aerial parts extract and green tea (*Camellia sinensis*) leaf extract in our Deep Night Essence supplement improved sleep quality and concentration, as well as visual recall and processing.*



HOLY BASIL EXTRACT

Known for providing calming properties.*

Alexander the Great is believed to have brought basil to ancient Greece after his conquests. The holy basil (*Ocimum sanctum*) used in Deep Night Essence supplement is known for its herbaceous aroma and for providing calming properties.



LEMON BALM EXTRACT

Supports the body's natural response to stress.*

Also known as melissa (*Melissa officinalis*), this aromatic perennial herb belongs to the mint family and is native to south-central Europe, the Mediterranean, and Asia. It's featured in our Deep Night Essence supplement for how it supports the body's natural response to stress.*



LAVENDER ESSENTIAL OIL

Can help support sleep quality during occasional sleeplessness.*

Lavender (*Lavandula angustifolia*) oil has been used extensively for thousands of years as a fragrant addition to baths and laundry and as a culinary herb. Native to the Mediterranean, lavender is a member of the mint family and has a floral aroma that is often added to perfumes, massage oils, and facial care products.



SPEARMINT ESSENTIAL OIL

Supports overall wellness.

Native to Europe and temperate Southern Asia, spearmint is a common culinary herb often used to flavor food and beverages.

Supplement Facts

Serving Size 2 Capsules
Servings Per Container 30

Amount Per Serving	% DV
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Deep Night Essence™ Blend	785.40 mg **
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Night Blend [Spearmint (*Mentha spicata* L.) aerial parts extract, Green tea (*Camellia sinensis*) leaf extract], Holy basil (*Ocimum sanctum*) leaf extract, Lemon balm (*Melissa officinalis*) aerial parts extract, Lavender (*Lavandula angustifolia*) flowering top oil†, Spearmint (*Mentha spicata*) leaf oil†

**Daily Value (DV) not established.

Other ingredients: Rice (*Oryza sativa*) flour, Vegetable capsule (*Hypromellose*), Magnesium stearate, Silicon dioxide

†Premium essential oil



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More about sleep and stress

Did you know?

1 in 3
Americans
doesn't get
enough sleep
regularly.

45%
of Americans say
insufficient or
poor-quality
sleep affects
their daily
activities.

54%
of adults say
stress and
anxiety
are the top reasons
they have **trouble**
falling asleep.

Source: <https://www.nhlbi.nih.gov/health/sleep-deprivation>

Why is sleep important for overall health and wellness?

Here are a few reasons you rely on a good night's sleep for your overall health and mood:

Sleep is your brain's chance to recharge.

Your brain needs time to recover from the day and store all the things you learned and experienced.

Sleep is when your body really gets to work.

While you're sleeping, your body's performing the behind-the-scenes work that you never really notice until you're sleep deprived—healing and restoring itself, fortifying your immune system, and boosting your mood.

Sleep is when your body detoxes.

Sleep detox is the process of removing waste and toxins from the brain, especially during the third and fourth stages of sleep. It's when you're asleep that your body becomes more effective at removing waste products from brain cells, which can lead to clearer brain function. The space between brain cells can also increase, flushing out damaging molecules and reducing the risk of neurodegeneration.



So why do we sleep?

- ✓ Mental wellness
- ✓ Reduced stress
- ✓ Improved physical health
- ✓ Improved mood
- ✓ Improved cognitive performance
- ✓ Detoxification of glymphatic system
- ✓ Weight management
- ✓ Improved skin

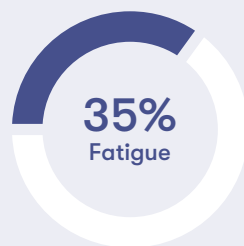
What are the consequences of not getting enough sleep?

We've all walked around in a fog and felt not quite ourselves the day or two after a lousy night's sleep. Sleep deprivation can lead to more serious issues, including:

- ✗ Impaired cognitive function
- ✗ Weakened immune system
- ✗ Decreased alertness
- ✗ Increased risk of chronic diseases like obesity and diabetes
- ✗ Mood disturbances
- ✗ Heightened stress levels

What is the market demand?

According to the American Psychological Association, around three-quarters of adults (76%) said they'd experienced health impacts due to stress in the prior month, including:



- Sleep problems are impacting us globally. A Mintel study found that close to 50% of the global population suffers from a sleep disorder—and this figure has been rising in recent years.
- Consumers aren't merely looking for a solution to make them fall asleep; they want something that helps them stay asleep and supports restful and restorative sleep.
- The sleep aids market was estimated at \$64.1 billion in the U.S. in 2021, and it's expected to grow at a CAGR of 6.3% during 2022–2028.
- Sleep has been the fastest-growing category over the past four years. (NBJ, July 2023)
- Sleep support is the #10 reason consumers use supplements. (NBJ, January 2022)
- Adults 18–24 have the greatest issue falling asleep, followed closely by 25- to 34-year-olds.

FAQ

Q. Is this supplement replacing the SleepEssence™ formula?

A. Yes, our newly launched Deep Night Essence™ product is intended to replace our previous SleepEssence™ formula. Deep Night Essence is a more natural formula made without melatonin or carrageenan.

If you want a supplement that does contain melatonin, check out our ImmuPro™ chewable tablets.

Q. Why was this new supplement formulated?

A. Deep Night Essence was formulated to provide a melatonin-free supplement option for daily, long-term use. The formulation changes also allow us to offer this product to many of our global markets.

Q. How often should I take Deep Night Essence?

A. You can take Deep Night Essence every day as part of your nightly routine.

Q. When is the best time of day to take it?

A. Deep Night Essence is best taken at night, just before going to bed.

Q. Should this product be taken with or without food?

A. Deep Night Essence does not need to be taken with food.

Q. Are companion products available?

A. Yes, our Super Magnesium™ supplement, Lavender Bath Bombs, NingXia Red® drink, and Lavender essential oil are all wonderful products to pair with Deep Night Essence.

Q. What are the primary benefits associated with this product?

A. Deep Night Essence works in harmony with your body's natural rhythms to support circadian regulation, maintain healthy sleep latency, and promote more restful sleep for a better tomorrow.* This means you can still wake up feeling refreshed and ready to tackle the day.

Q. What type of capsule is used for the product?

A. Deep Night Essence utilizes a vegan-friendly hypromellose capsule.

Q. What size is the capsule?

A. Deep Night Essence comes in a "0" capsule. This size capsule is about 2 centimeters long and can hold up to 800 mg of supplement powder.

Q. What essential oils are used in Deep Night Essence?

A. Lavender (*Lavandula angustifolia*) flowering top essential oil and Spearmint (*Mentha spicata*) leaf essential oil are used in the formulation of Deep Night Essence.

Q. How many servings are in a bottle?

A. Each bottle of Deep Night Essence contains 30 servings. A single serving size is two capsules.

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FAQ

Q. Is Deep Night Essence vegetarian and/or vegan friendly?

A. Yes, Deep Night Essence is both vegetarian and vegan friendly.

Q. Does Deep Night Essence include ingredients containing gluten?

A. No, there are no gluten-containing ingredients used in the formulation of Deep Night Essence. This product may be manufactured in a facility that uses gluten in other product formulations; however, according to current good manufacturing practices (CGMPs), the machinery is cleansed and sanitized between products to prevent contamination. If you have additional concerns about using this product, we encourage you to speak to your health care provider.

Q. Are corn-derived ingredients used in the Deep Night Essence product formulation?

A. No, there are no corn-derived ingredients used in Deep Night Essence. This product may be manufactured in a facility that uses corn in other product formulations; however, according to CGMPs (current good manufacturing practices), the machinery is cleansed and sanitized between products to prevent contamination. If you have additional concerns about using this product, we encourage you to speak to your health care provider.

Q. Are soy-derived ingredients used in the product formulation? GMO?

A. No, there are no soy-derived ingredients used in Deep Night Essence. This product may be manufactured in a facility that uses soy in other product formulations; however, according to current good manufacturing practices (CGMPs), the machinery is cleansed and sanitized between products to prevent contamination. If you have additional concerns about using this product, we encourage you to speak to your health care provider.

Q. Are ingredients derived from palm/coconut used in the product formulation? Is it RSPO?

A. Yes, the magnesium stearate used in Deep Night Essence is sourced from RSPO palm. If you have additional concerns about using this product, we encourage you to speak to your health care provider.



Q. Are ingredients derived from tree nuts used in the product formulation?

A. No, there are no tree nut-derived ingredients used in Deep Night Essence. This product may be manufactured in a facility that uses tree nuts in other product formulations; however, according to current good manufacturing practices (CGMPs), the machinery is cleansed and sanitized between products to prevent contamination. If you have additional concerns about using this product, we encourage you to speak to your health care provider.

Q. Are ingredients derived from sesame used in the product formulation?

A. No, there are no sesame-derived ingredients used in Deep Night Essence. This product may be manufactured in a facility that uses sesame in other product formulations; however, according to current good manufacturing practices (CGMPs), the machinery is cleansed and sanitized between products to prevent contamination. If you have additional concerns about using this product, we encourage you to speak to your health care provider.

Product comparisons

	 <p>Super Magnesium™ supplement</p>	 <p>Deep Night Essence™ supplement</p>	 <p>ImmuPro™ chewable tablets</p>	 <p>KidScents® Unwind™ stick pack</p>
Who is it for?	Those looking to support a calm nervous system and restful sleep as they wind down, decrease physical fatigue, and support healthy energy	Those looking for a nature-based, long-term sleep support solution.	Those looking for an immune system support that encourages a healthy sleep cycles.	Those looking for a melatonin-free sleep support formulated for children to help promote a calm and relaxed state, reduce restlessness, and support focus and mental clarity at home and in the classroom.
Key ingredients	<ul style="list-style-type: none"> • Melon juice concentrate • Bioavailable magnesium 	<ul style="list-style-type: none"> • Green tea extract • Lemon balm • Lavender essential oil • Spearmint essential oil 	<ul style="list-style-type: none"> • Ningxia wolfberry polysaccharides, a mushroom powder blend • Zinc selenium • Melatonin • Orange essential oil 	<ul style="list-style-type: none"> • L-theanine • 5-HTP • Magnesium
Form	Capsule	Capsule	Chewable tablet	Stick pack

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Product comparisons



Super Magnesium™ supplement



Deep Night Essence™ supplement



ImmuPro™ chewable tablets



KidScents® Unwind™ stick pack

<p>Point of difference</p>	<p>Supports the body's natural production of melatonin—contains no melatonin</p> <p>Supports a calm nervous system and healthy, restful sleep</p> <p>Supports an active lifestyle</p>	<p>No melatonin</p>	<p>Contains melatonin</p> <p>Immune system support</p> <p>Supports healthy sleep cycles and the body's natural sleep rhythm with melatonin</p>	<p>Convenient, one-dose packets</p> <p>Helps children ages 4+ enjoy a calm, relaxed state as they focus both at home and in the classroom</p>
<p>Key benefits</p>	<p>Supports over 300 functions in the body, including a calm nervous system, healthy organ function, restful sleep, and metabolic health*</p> <p>Inhibits oxidative stress*</p> <p>Contains melon juice concentrate to increase magnesium efficiency in the body and reduce oxidative stress and fatigue*</p> <p>Decreases physical fatigue while supporting an active lifestyle and normal energy levels*</p>	<p>May ease occasional stress and promote relaxation without causing drowsiness*</p> <p>Contains a blend of spearmint and green tea extract, which may support concentration, normal cognitive function, and visual recall*</p>	<ul style="list-style-type: none"> • Provides immune system support* • Contains chelated minerals, including zinc and selenium, which emerging science suggests are more easily absorbed by the body for proper immune function* • Delivers melatonin, which encourages restful sleep by promoting the body's natural sleep rhythm* 	<ul style="list-style-type: none"> • Helps promote a calm state* • Helps with occasional sleeplessness* • Reduces restlessness* as you support mental clarity at home and in the classroom* • Eases occasional irritability and stress*

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How to share Deep Night Essence™

1. Experience it yourself.

The best tool is sharing your own experience with Deep Night Essence with friends and family and on social media. Help others meet their health goals and feel their best with Deep Night Essence.

2. Find your target audience.



Reach out to new people and current Customers who you think would be interested in Deep Night Essence:

- **Health-conscious individuals:** Sleep is crucial for overall health. People who prioritize their general well-being may be interested in ways to support a healthy sleep cycle.
- **Individuals looking for better sleep:** People who struggle with sleep, work swing shifts, or have irregular sleep patterns may be interested in a melatonin-free product.
- **Fitness enthusiasts:** Highly active people understand the importance of sleep for muscle recovery, physical well-being, and metabolic health. They also know that healthy sleep patterns are the foundation for a healthy body. They might be interested in other supplements like Super Magnesium™ that support a calm nervous system and restful sleep.
- **Stressed professionals:** Individuals with demanding jobs or high-pressure work environments are often seeking natural solutions and ways to unwind.
- **Existing Customers:** Those who have purchased SleepEssence supplement in the last 12 months may be interested in our newest sleep supplement.

3. Share what you love.

Tell others how excited you are about this product, what sets it apart from similar options, and how easy it is to incorporate it into your daily routine. You can find images to create your own content on our YL Essentials app. Most of what you post should be your own authentic content.

Example social media script:

“Did you know 1 in 3 Americans doesn’t get enough sleep regularly? A good night’s sleep is so important for overall wellness. Sleep is when your body does all the work to heal and restore itself, fortify your immune system, and boost your mood.

“I always notice a huge difference when I don’t get enough sleep. I’ve been loving Deep Night Essence™ supplement because it’s a nature-based, long-term solution to support healthy sleep. It uses ingredients like lemon balm, holy basil, and green tea extract to ease occasional stress and promotes relaxation without causing drowsiness. The best part is that it’s melatonin free, and I can use it every day! Comment “Sleep” and I’ll give you details!*

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4. Create a wellness experience

Gather friends together and create an experience or event that helps you add value to their health journey and goals. Help your attendees better implement daily habits of de-stressing, healthy sleep patterns, and ways to achieve a state of calm. In-person experiences create a community of like-minded individuals that can keep each other on track for your goals.

What does this look like?

- **Hold activities** that bring you closer to your wellness goals while creating community, building relationships, and holding each other accountable. Try weekly group hikes, yoga classes, sound baths, a walking group, a run club, or weekly yoga in the park.
- **Prepare simple and easy DIY activities** like calming essential oil room sprays, roll-on perfumes, or yoga mat sprays. Remember to have pens and paper handy for taking notes!
- **Give your guests a hands-on experience** with calming essential oils like Lavender oil and Peace & Calming™ blend.
- **Try making NingXia** Bedtime Bevy.
- **Share tips** for natural stress relief and better sleep.

In-person experiences not for you? Host an experience group online! We’ve provided you with all the resources and step-by-step instructions in the Make A Shift System toolkits in the digital library and YL Essentials app.

FLORAL NIGHTS™ diffuser blend

👉👉👉 Lavender

👉👉 Ylang Ylang

👉👉 Cedarwood

5. Host a Reset event.

Take your experience to the next level and host a Reset that keeps your customers accountable for their health goals.

NingXia Red® Reset: If you've already helped a Customer participate in a 14-day reset with NingXia Red, suggest adding Super Magnesium™ and Deep Night Essence supplements to their daily routine. NingXia Red has been clinically shown to boost energy levels, improve sleep patterns, and reduce daily stress. Imagine these benefits enhanced with Deep Night Essence's ability to support a calm nervous system.

Rest and Renew 14-Day Reset: Try hosting a Rest and Renew 14-Day Reset with your team and invite others to join you. This reset combines the benefits of NingXia Red with Super Magnesium and Deep Night Essence supplements to create healthy sleep and stress management habits that provide the foundation for overall wellness.



NINGXIA BEDTIME BEVY

- 4 ounces NingXia Red drink
- 4 ounces sparkling water or seltzer like La Croix
- 2 drops Lavender Vitality™ essential oil
- Ice

Directions:

- Combine ice, NingXia Red beverage, and Lavender Vitality oil.
- Shake for 10–15 seconds until well chilled.
- Pour the mixture into a wine glass or a cocktail glass of choice.
- Top with sparkling water or a seltzer like La Croix.
- Take with Super Magnesium™ capsules.



30 minutes to better rest*



Promote a restful night's sleep.*
Take 2 Deep Night Essence™ capsules 30 minutes before bed.

(1 min.)



Unwind from daily stressors.*
Stretch or meditate and take Super Magnesium™ supplement to calm the nervous system.*

(60 min.)



Lower your body temperature.
Enjoy a warm bath to boost blood flow to the skin, increasing heat loss.

(20 min.)



Create a slumber sanctuary.
Put away screens and start diffusing calming essential oil scents.

(3 min.)

Cross-selling opportunities

For current and new Customers, suggest pairing Deep Night Essence™ supplement with the following products for even more benefits:



NINGXIA RED® DRINK

A sweet and tangy drink made from Ningxia wolfberries, pomegranates, blueberries, and other superfruits. Clinically shown to boost energy levels, improve sleep patterns, and reduce daily stress.*

- Contains a synergistic blend of Orange, Tangerine, Lemon, and Yuzu essential oils
- Contains powerful ingredients that support antioxidant processes*
- Supports whole-body health and wellness*
- Helps prevent oxidative stress*
- Supports normal eye health*
- Supports healthy digestion*

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Cross-selling opportunities



SUPER MAGNESIUM™ SUPPLEMENT

Your body naturally breaks down magnesium, sending it where it's needed most. So Super Magnesium's job is to make it as easy as possible for the body to break down and distribute. Super Magnesium is the mighty supplement that:

- Supports over 300 functions in the body, including a calm nervous system, healthy organ function, restful sleep, bone function, cardiovascular health, liver health, and metabolic health*
- Inhibits oxidative stress*
- Contains melon juice concentrate to increase magnesium efficiency in the body and reduce oxidative stress and fatigue*
- Decreases physical fatigue while supporting an active lifestyle and normal energy levels*
- Positively impacts emotional well-being by supporting a calm nervous system and gently soothing away occasional tension and everyday stressors
- Supports healthy, restful sleep and the body's natural production of melatonin
- Decreases serum concentration of cortisol (stress hormone) resulting in calming the central nervous system
- Reduces muscle fatigue and promotes muscle relaxation
- Delivers a healthy, nature-powered dose of magnesium in as little as 3 capsules



AROMACONNECT™ WAKE-UP LIGHT DIFFUSER

A smart, first-of-its kind, app-enabled 4-in-1 device that merges light, sound, and nature's best scents to bring you seamless mornings and peaceful nights.

- **Dual-port atomizing diffuser:** Effortlessly blend essential oils to create a customized aromatherapy experience.
- **Wake-up light:** Promote refreshing mornings and peaceful rest as the light mimics the natural colors and brightness of the sunrise and sunset.
- **Sound machine:** Enjoy a variety of soothing sounds, including 10 options such as ocean waves and birds chirping, with three exclusive sounds from Young Living farms for enhanced relaxation.
- **Alarm clock:** Start and end your day punctually with customizable alarm settings.
- **AromaConnect app:** Schedule customized diffusion that's convenient and easy to set up.
- **Coverage area:** Use in areas up to 400 square feet.
- **Manual operation:** Operate conveniently without relying on the Aroma Connect™ app, providing flexibility and ease of use.
- **5 ml and 15 ml oil bottle functionality:** Diffuse your favorite singles and blends from either 5 or 15 ml bottles.