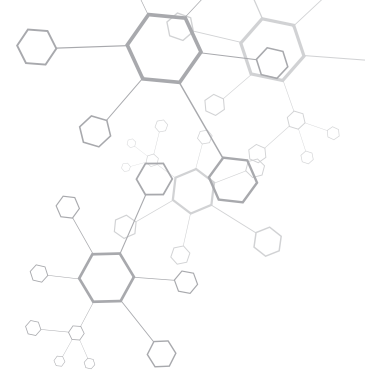




5 REASONS YOU **FEEL TIRED** ALL THE TIME





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With today's hectic lifestyle fatigue or lack of energy are extremely common – in fact, recent data shows that about one out of three healthy individuals report feeling sleepy or fatigued during the day. Long-lasting energy is of utmost importance for daily efficiency and improved performance. These are the 5 things everybody should be doing to improve their energy:

1. SLEEP

A lack of good quality and deep sleep (not going into all five stages of the sleep cycle) causes us to wake up tired and not well rested for the day ahead:

- Studies have shown that adults who are short sleepers (less than 7 hours per 24-hour period) are more likely to report chronic health conditions when compared to those who get enough sleep.
- The body rests during sleep, however the brain remains active and still controls many bodily functions including breathing. When we don't get enough sleep or have enough quality sleep, fatigue negatively affects both our physical performance and mental endurance.

To ensure you achieve restful and uninterrupted sleep you should:

- Limit your caffeine and stimulant intake close to bedtime.
- Have your magnesium levels checked. Most people who suffer from sleep deprivation are magnesium deficient. IPS Magnesium is a beneficial product to introduce to your lifestyle in order to increase and maintain those levels.
- Limit screen time (television, cell phones and tablets) before bed.
- Avoid napping during the day.

2. DIET

An unhealthy, unbalanced diet which lacks the five fruits and vegetables of different colours daily, leads to fatigue due to your body not receiving all the nutrients it requires:

- Vitamins and minerals such as iron, magnesium, B-vitamins etc. are cofactors in our metabolism which means that if they are deficient our bodies are unable to extract the much-needed energy from our food.
- Consuming a high-sugar and refined carbohydrate diet leaves our bodies in a constant struggle between hyper and hypoglycaemia. Numerous studies have shown that reducing sugar and processed carbohydrates at mealtimes naturally leads to greater energy levels.
- Add a good multivitamin like the IPS 3-in-1 Multivitamin to supplement your diet.

Try follow a healthy balanced diet which includes foods from each food group namely; whole fruits and vegetables, complex carbohydrates and whole grains, lean meats and healthy fats. Foods which do not form part of a healthy balanced diet are trans-fats, refined carbohydrates, processed foods and preservatives.

3. LIFESTYLE

Stress-induced emotions and neurotransmitters (cortisol and noradrenalin / norepinephrine) are draining and consume a lot of energy which leads to us feeling fatigued.

- Although some stress is normal, excessive levels of stress are not and have been linked to lethargy in several studies.
- Your response to stress can also balloon the effect. A study on college students found that those who avoided managing their stress led to the greatest levels of fatigue.
- A good quality Omega 3 may be beneficial due to the positive effect of DHA and EPA on neuron activity. These reduce the nervous system activity which tends to worsen under stress. In laymen's terms, they "chill out" the nervous system, making it more difficult to engage a stress response.

Relieve stress by being involved in activities that relax you; such as exercising, dancing, reading, listening to music or other artistic outlets, whichever you prefer!

4. PHYSICAL EXERCISE

An imbalance in physical activity such as excessive exertion or physical inactivity can both cause fatigue.

- This is one of the chicken-or-the-egg scenarios. You are too tired because you are not exercising but because you are not exercising you are tired.
- During exercise the neurotransmitter CRF (Corticotropin-releasing factor) is secreted which weakens the effects of norepinephrine and neuropeptide Y which is caused by stress thus reducing your stress levels.

Ensure that there is a balance between your exercise and your fuel / recovery (nutrition and sleeping schedule). By substituting sedentary behaviours with active ones you are likely improve your energy levels.

5. WATER INTAKE

Should your body be dehydrated of more than 20% of its total water content impaired physiological and performance response may entail. These are characterised by headaches, light-headedness and fatigue.

- In response to dehydration, antidiuretic hormone (vasopressin/ADH) and the renin-angiotensin II-aldosterone system increase water retention and trigger an increase in thirst.
- It is important to remember that dehydration isn't only caused by inadequate fluid intake.

Excessive salt and sugar intake will also deplete the amount of water stored in your body.

Be sure to drink adequate fluids throughout the day and limit your salt and sugar intake. We should all aim to drink 6-8 glasses of water per day.