

**MAR 3**

NORTH AMERICA & LATIN AMERICA  
HOT TOPIC WEBINAR  
Mental Acuity: Sleep, Memory and Mood  
US\$295  
10:00-11:00 EST



**NICHOLAS HALL**

Chairman & Creative  
Solutions Director  
**Nicholas Hall**  
Group of Companies



**JENNIFER COOPER**

Chief Scientific Officer  
**LPS Health Science Discovery**

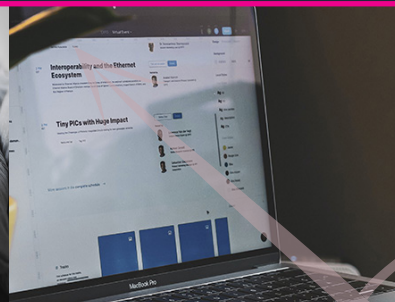
**The Sleeping Brain, Stress and Mental Health in the New Normal**

Learn more about the newest science driving innovation opportunities for sleep, mental health, stress, memory and mood in this session.

Emerging research is further delineating the reciprocal cycle of sleep and brain health. While sleep has always been considered critical to both mental and physical health, the connection has never been more important than it is now in 2021.

Jennifer will explore the miraculous and pervasive effect of restorative sleep and its impact on ageing, memory, mood and even the microbiome, and how this new research is changing how we think about the category and how the market may be sub-segmented in the future.

Mental wellness is a hot topic and one of the most important Infinity Zones in consumer Healthcare. Sleep deprivation is now considered a major pandemic in the West by the World Health Organisation, and the incidence of stress, anxiety and mood has skyrocketed during the Covid. In this presentation, Nicholas will be looking at the available products, including melatonin and herbal products; the potential for Rx-to-OTC switch, which is very low; and the likelihood that CBD will become the dominant formulation in this high-growth market



FOR MORE INFORMATION PLEASE CONTACT  
ELIZABETH.BERNOS@NICHOLASHALL.COM