

America: Insomnia Nation

New statistics show that more than half of Americans regularly struggle with sleeping throughout the night

IT'S TIME FOR A NATIONWIDE WAKE-UP CALL



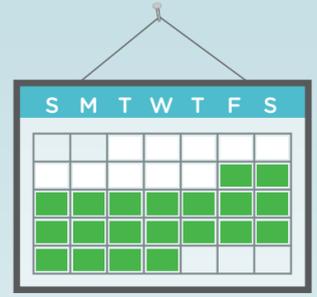
62%
of Americans
regularly suffer
from symptoms
of insomnia



OF
THOSE, **20%**
believe they
have insomnia



AND
ONLY **12%**
have been
diagnosed by
a doctor



Americans miss
out on nearly
3 weeks
(470 hours)
of sleep
on average
each year



THREE EYE-OPENING REALITIES

More than half of Americans think that sleeplessness is glamorized



However research proves that a good night's sleep can improve performance and spur creativity*

Most Americans know the importance of a good shut-eye strategy



But only half regularly follow a bedtime routine

Most Americans are concerned about sleep aids and their side effects



The truth is there are prescription products to help people sleep throughout the night that are not addicting and have minimal side effects

For more information, visit Silenor.com.

This research was sponsored by Pernix Therapeutics, a specialty pharmaceutical company. The survey was designed and managed by Edelman Berland and fielded online from December 2nd-15th, 2014 among a total of 2,004 U.S. adults ages 18+.

SILENOR® is a prescription sleep medicine that is used to treat people with insomnia who have trouble staying asleep.

IMPORTANT SAFETY INFORMATION: Call your doctor if your insomnia worsens or is not better within 7 to 10 days. This may mean that there is another condition causing your sleep problem. Be sure that you are able to devote 7 to 8 hours to sleep before being active again. SILENOR® should be taken within 30 minutes of bedtime. Do not take with alcohol or with other medicines that can make you sleepy. If you are on a monoamine oxidase inhibitor (MAOI) or have taken a MAOI within the past two weeks, you should not take SILENOR®. You should not take SILENOR® if you have an eye problem called narrow angle glaucoma that is not being treated, if you have severe urinary retention, or if you are allergic to any of the ingredients in SILENOR®. You should not drive or operate machinery at night after taking SILENOR®. Until you know how you will react to SILENOR®, you should be careful in performing such activities during the day following taking SILENOR®. Before you take SILENOR®, tell your doctor if you have a history of depression, mental illness or suicidal thoughts. You should call your doctor right away if after taking SILENOR® you walk, drive, eat or engage in other activities while asleep. Drowsiness is the most common adverse event observed in clinical trials. For more information, please see the complete Prescribing Information, including the Medication Guide. You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch or call 1-800-FDA-1088.

* Harvard Health Publications. Learning while you sleep: Dream or reality?. <http://www.health.harvard.edu/staying-healthy/learning-while-you-sleep-dream-or-reality>. February 1, 2012.
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