



# Sleep troubles: Why It Happens And What You Can Do

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Written by: Melanie Swackhammer B.A. & Kinjal Shah MD (Hom).  
Medically reviewed by: Victoria Williams R.H.N.

Est. reading time: 5 minutes.

Have you ever asked yourself, "why do I keep having sleep troubles?"

You toss and turn in your bed, waiting for sleep to find you. Or your mind is racing, and it seems impossible for you to sleep. Can you relate?

And the result: daytime drowsiness, fatigue, or lack of concentration. It's frustrating, right?

Well, you aren't alone. Millions of people around the globe have trouble going to bed. The only silver lining is that it's possible to promote restful sleep by making small changes or using self-care tools.

And while you're here, would you love to know how tried and true natural health tools, like Castor Oil Packs can help you sleep well?

This eGuide includes all the details you need!

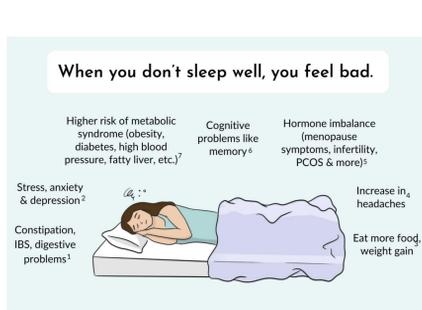
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However, before diving into the tips, let's understand the importance of sleep.

You see, a peaceful slumber is crucial for your health because it allows your body to rest and repair. Makes sense, agreed?

The time you spend sleeping is also the time you spend cleansing, renewing and recharging. It's kind of like your cell phone – you have to plug it in every night and let it charge.

Otherwise, it goes into low battery mode: the screen light dims, it moves slowly and maybe it shuts down completely.



But, a good night's sleep allows you to bring your 100% fully charged light to the world!

With this in mind, let's talk about the causes of insomnia and other sleep problems. Are you ready?

## Why can't you sleep?

Having sleeping troubles can be really confusing and frustrating, especially if you don't know that sleep patterns can differ from person to person.<sup>3</sup> But, you're not alone because sleep problems can easily be put under the same umbrella.

Have you ever heard the saying, 'march to the beat of your own drum'? Well, you have a unique pattern and rhythm in your bodies that truly march to your own unique beats.<sup>3</sup>

You see, your body has a set cycle, and many of your functions follow this rhythm.

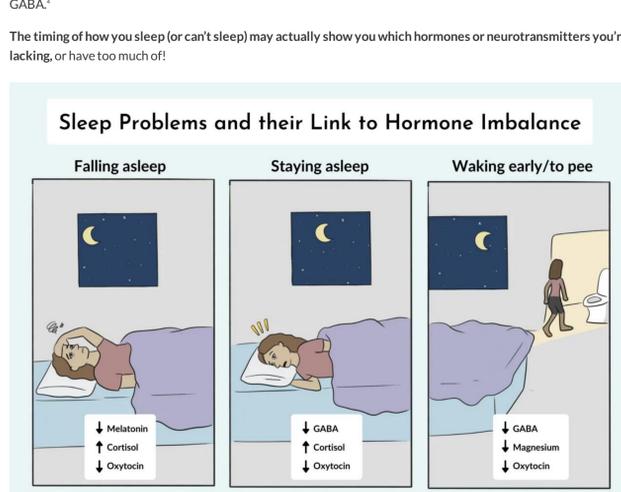
This is especially true when looking at your:

- Stools (yes, we're talking about the good 'ol number 2)
- Sleep
- Stress

So, when thinking about your sleep duration and the quality of your sleep, it makes sense that your sleep patterns are just as unique as you are. Make sense?

Sleeping well is based on balanced hormones and neurotransmitters like melatonin, cortisol, oxytocin, and GABA.<sup>4</sup>

The timing of how you sleep (or can't sleep) may actually show you which hormones or neurotransmitters you're lacking, or have too much of!



## Could your sleep pattern be responsible for why you can't sleep?

You're probably familiar with the popular social references of being a 'night owl' or 'morning glory', right?

You see, we each have naturally ingrained rhythms. Understanding your sleep patterns and your body's natural rhythm is important because that's what sets up your body's ability to cleanse, and the majority of your body's cleansing happens while you sleep.

So, let's dive into the 4 types of sleepers.<sup>3</sup>

### Sleeper type # 1: Can't fall asleep

You try to go to bed, but you toss and turn, unable to fall asleep no matter how late it gets.

### Sleeper type # 2: Can't stay asleep

Sure, you can fall asleep, but somehow you always seem to wake up in the middle of the night to either pee or for no reason at all.

### Sleeper type # 3: Tired but wired

Your body feels tired, and you go to bed, but then you toss and turn all night. Annoying, right?

### Sleeper type # 4: Overall anxious

So you might be tired, but it's almost like that tired feeling is completely taken over by your anxiety, and all you can feel is tingling all over and pounding in your chest.

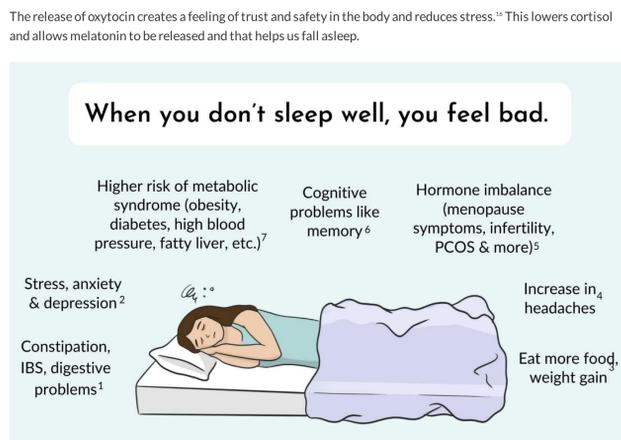
## What can you do about your sleep problems?

Do you see yourself in any of these types of sleepers?

Start by...

- **Having a consistent daily sleep routine:** It's ideal to sleep and wake up at the same time every day.
- **Being active:** Regular exercise supports melatonin production, your sleep hormone.<sup>6</sup> It can also sync your other body systems with your circadian rhythm.
- **Avoiding caffeine in the evening:** Caffeine is a stimulant that can keep you awake.
- **Limiting screen time:** The blue light from your tablet/cell phone alters your melatonin production, disrupting your circadian rhythm.<sup>7</sup>
- **Wearing a Castor Oil Eye Compress to bed:** Using this compress makes you feel relaxed as your Eye Compress gently blocks out distracting lights and makes you feel sleepy because it supports melatonin production.<sup>8,9,10</sup>
- **Wearing a Castor Oil Pack for Liver:** The gentle compression of the cotton flannel compress against your skin has a calming effect on your nervous system which promotes the production of your "feel good" hormones dopamine<sup>11,12</sup> and oxytocin.<sup>13,14,15</sup>

The release of oxytocin creates a feeling of trust and safety in the body and reduces stress.<sup>14</sup> This lowers cortisol and allows melatonin to be released and that helps us fall asleep.



You see, many factors can affect the natural flow of our bodies, so be gentle with yourself if you feel like your sleep patterns are off. Understanding your unique sleep pattern helps you know why your bodies do what they do.

The good news is, we've created a guide for you so you can be on your way to not only understanding your sleep patterns but also knowing about factors affecting your sleep pattern and how you can manage your sleep problems with Castor Oil Packs.

Would you love that?

[GET YOUR FREE SLEEP EGUIDE](#)

While you're still here, would love to start the New Year with a tried & true 7-day food-based, supplement-free cleanse so you can cleanse naturally, sleep better, reduce cravings, and enhance your energy?

Well, the 7-day body cleanse (a Mediterranean Castor Oil Pack cleanse) is back by popular demand so you can help balance your body, mind & spirit by having the tools you need to guide you on how to cleanse better naturally.

The best part? You're invited to register for The Genesis Cleanse before registration closes on December 31st!

Would you love to learn more before registration closes?

[YES, I WANT TO LEARN MORE!](#)

Are you a practitioner, health coach or wellness influencer? If you're interested in recommending our easy-to-use tools and practically applying them in your health and wellness professional practice, in clinic, or online with the people you serve, you can join now!

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Email: [care@queenofthethrones.com](mailto:care@queenofthethrones.com)

Phone: 1833-887-2627