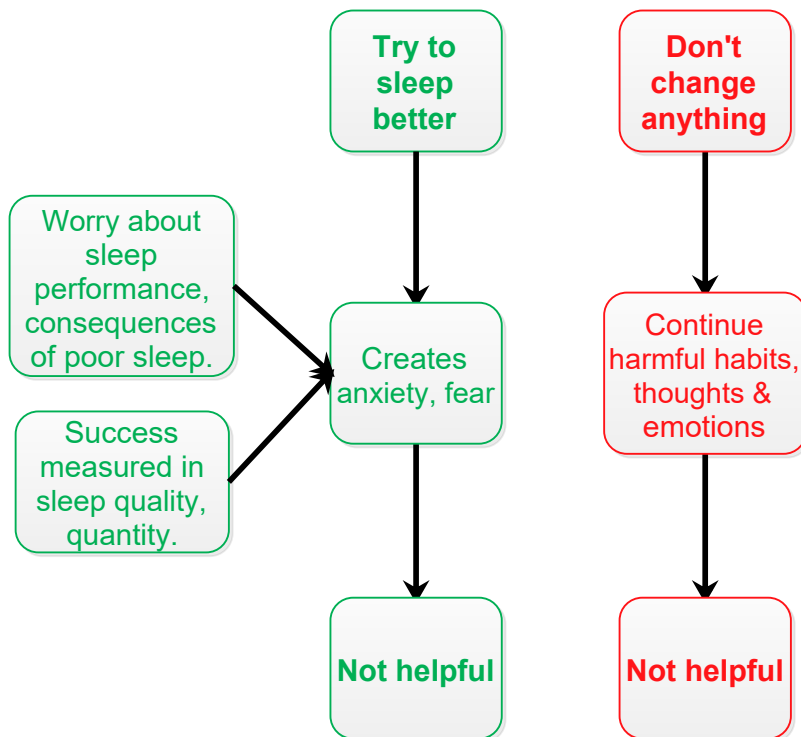
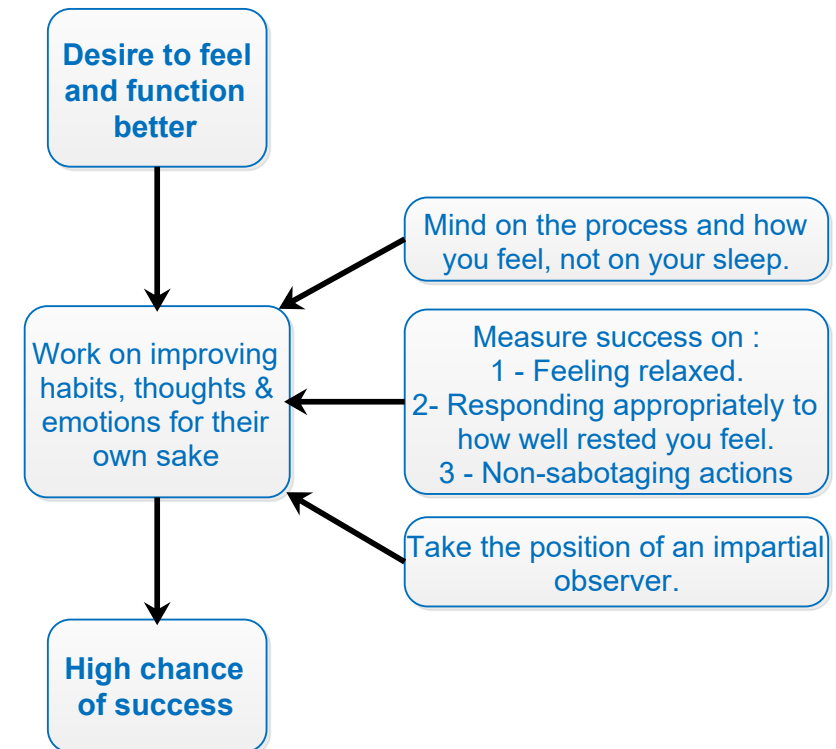


## Sleep to Healthy - Cure Insomnia Paradox

### The Paradox: Damned if you do, damned if you don't



### The Fix: Fix your sleep by not fixing your sleep.



If I ask you not to think of a pink elephant, you can't help but to think about a pink elephant.

If I ask you to think about a blue duck, a pink elephant won't even occur to you.

Stop thinking about the pink elephant (sleep).

Start thinking about a blue duck (being relaxed, not sabotaging your sleep, how you are feeling and functioning).