



GLOBAL WELLNESS
SUMMIT 2019

Fighting Jet Lag Actually Is Rocket Science

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Timeshifter Inc., US



Fighting jet lag is rocket science





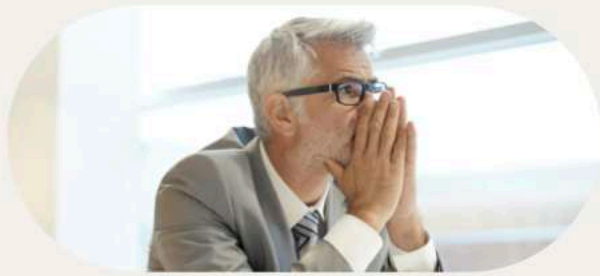
How many of you struggle with jet lag?

448,000,000 long-haul passengers x 93% struggle with jet lag =

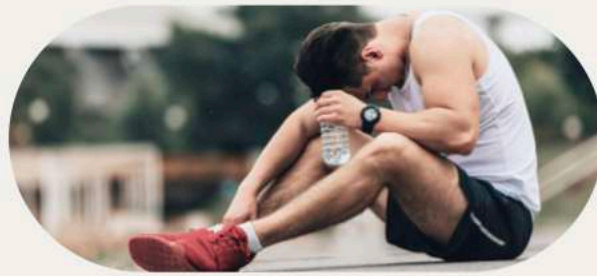


416,640,000

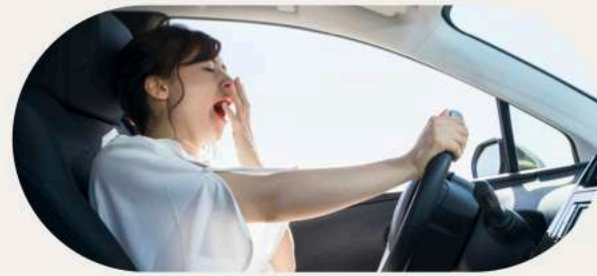
jet lag events in 2018



Reduced productivity



Reduced performance



Reduced safety



Reduced enjoyment



Leave earlier to acclimatize



Recovery time when back home

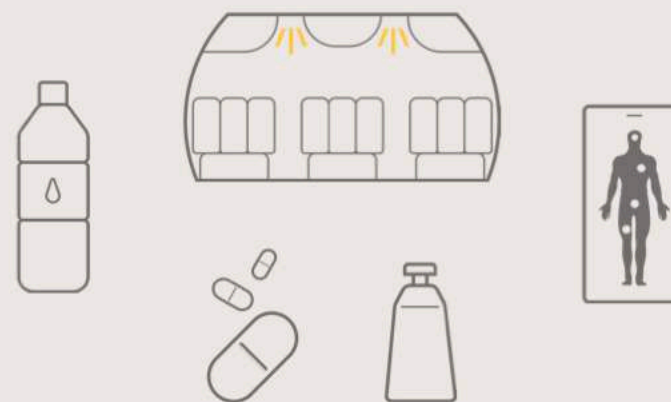


Long-term health implications

Relied on advice from non-experts



Trusted false product claims:



...or just accepted jet lag as part of travel!



Unfortunately, **no existing solution can help travelers tackle the underlying cause of jet lag,** and might even make their jet lag worse.

Why haven't we solved jet lag yet?



1. The science needed to catch up



2. Someone credible had to apply/share the science



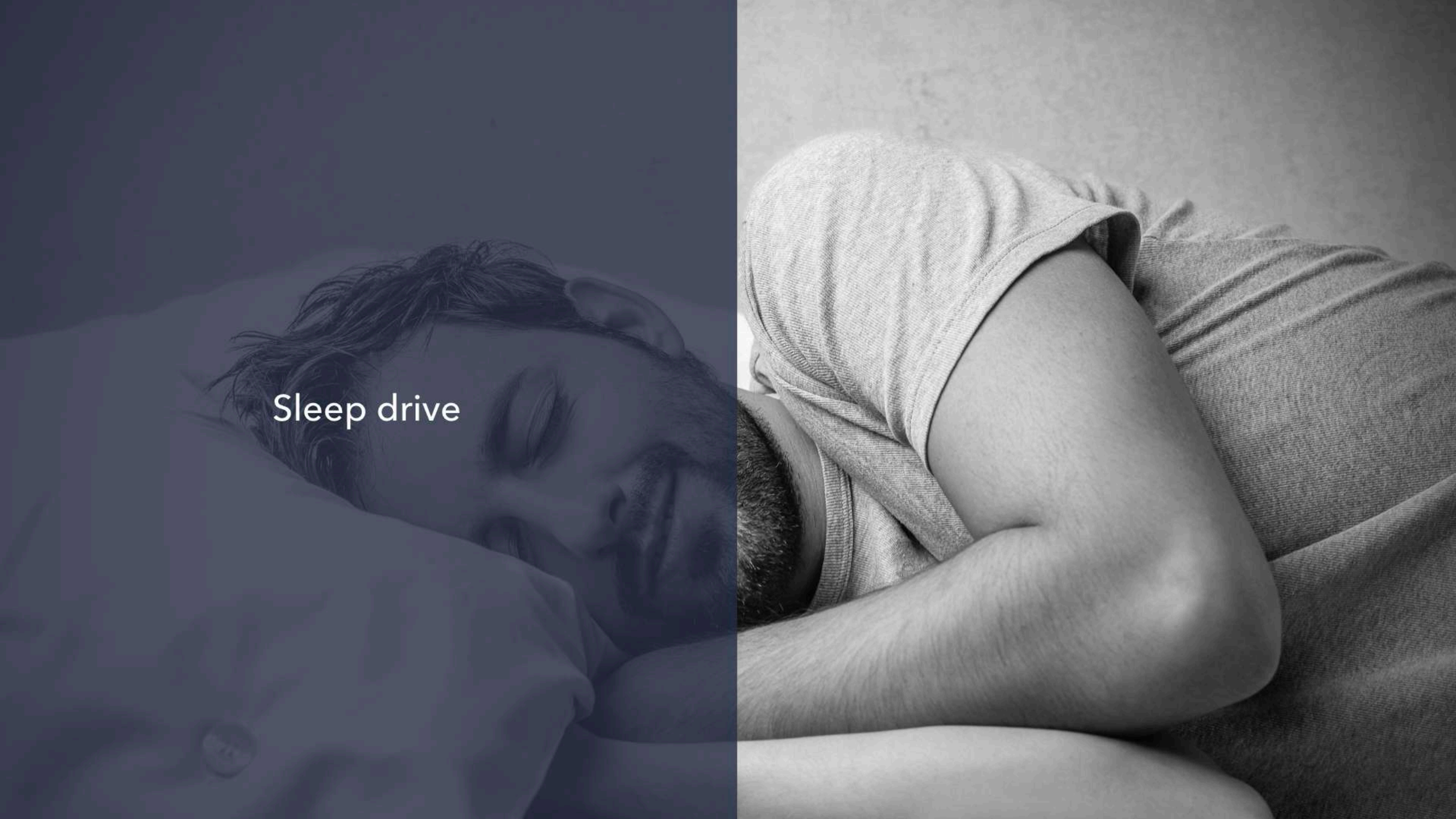
3. We needed a way to mass-deliver personalized advice



It's time to **replace guessing with science**,
inspire people about the new opportunity to eliminate jet lag,
and build travel experiences that **makes it possible and easy**.



Sleep drive



A photograph of a man with dark hair and a beard, sleeping peacefully. He is lying on his side, resting his head on a pillow. The entire image is overlaid with a semi-transparent blue filter. The text "Sleep drive" is centered in white over the man's face.

Sleep drive

A photograph of a person sleeping, shown from the side. They are wearing a light-colored t-shirt. The entire image is overlaid with a semi-transparent orange filter. The text "Circadian clock" is centered in white over the person's arm.

Circadian clock



Early birds

23.5 - 24-hour circadian clock



Night owls

24 - 25-hour circadian clock

Jet lag is caused when the sleep-wake and light-dark cycle shift too quickly for the circadian rhythm to keep up



- Insomnia
- Fatigue and sleepiness
- Poor performance
- Impaired concentration
- Memory problems
- Altered mood
- Metabolic and digestive disorders



- Sleep
- Fatigue

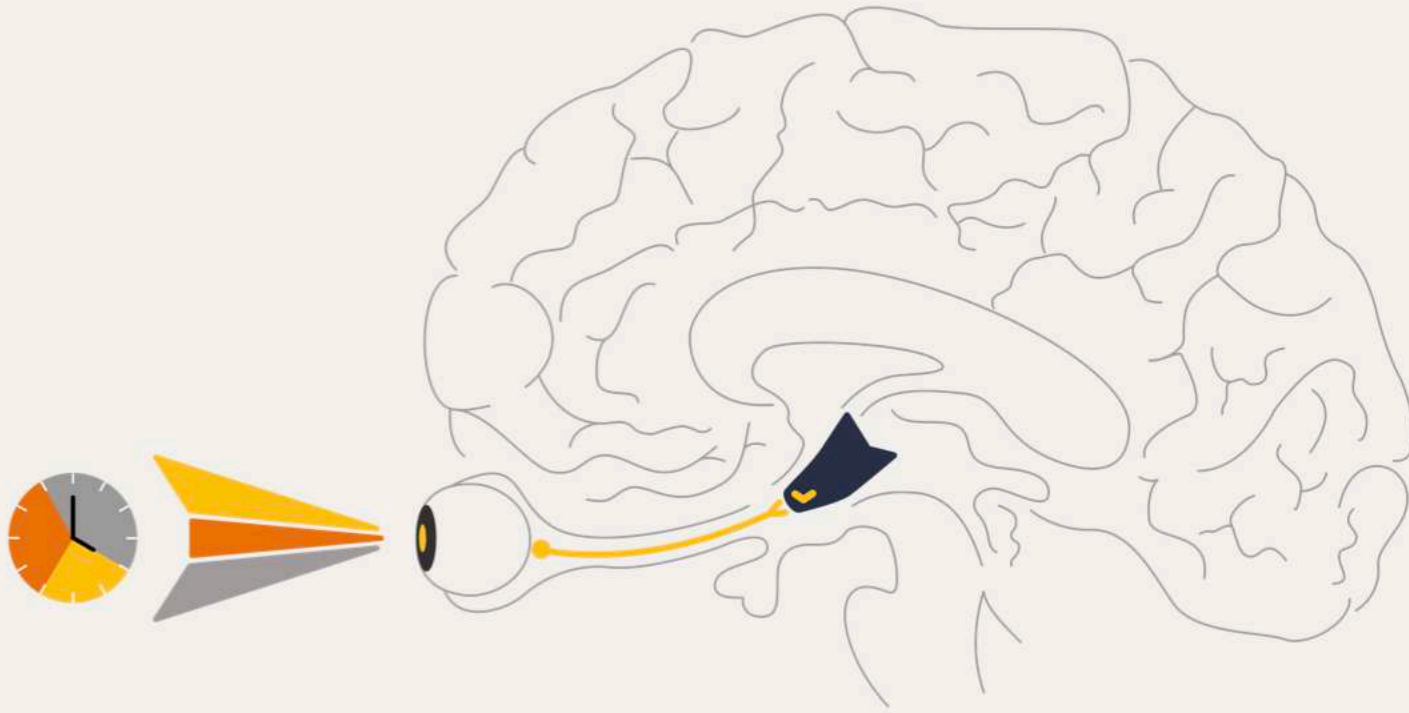


- Sleep
- Fatigue



- Underlying circadian misalignment
- Time course of sleep propensity

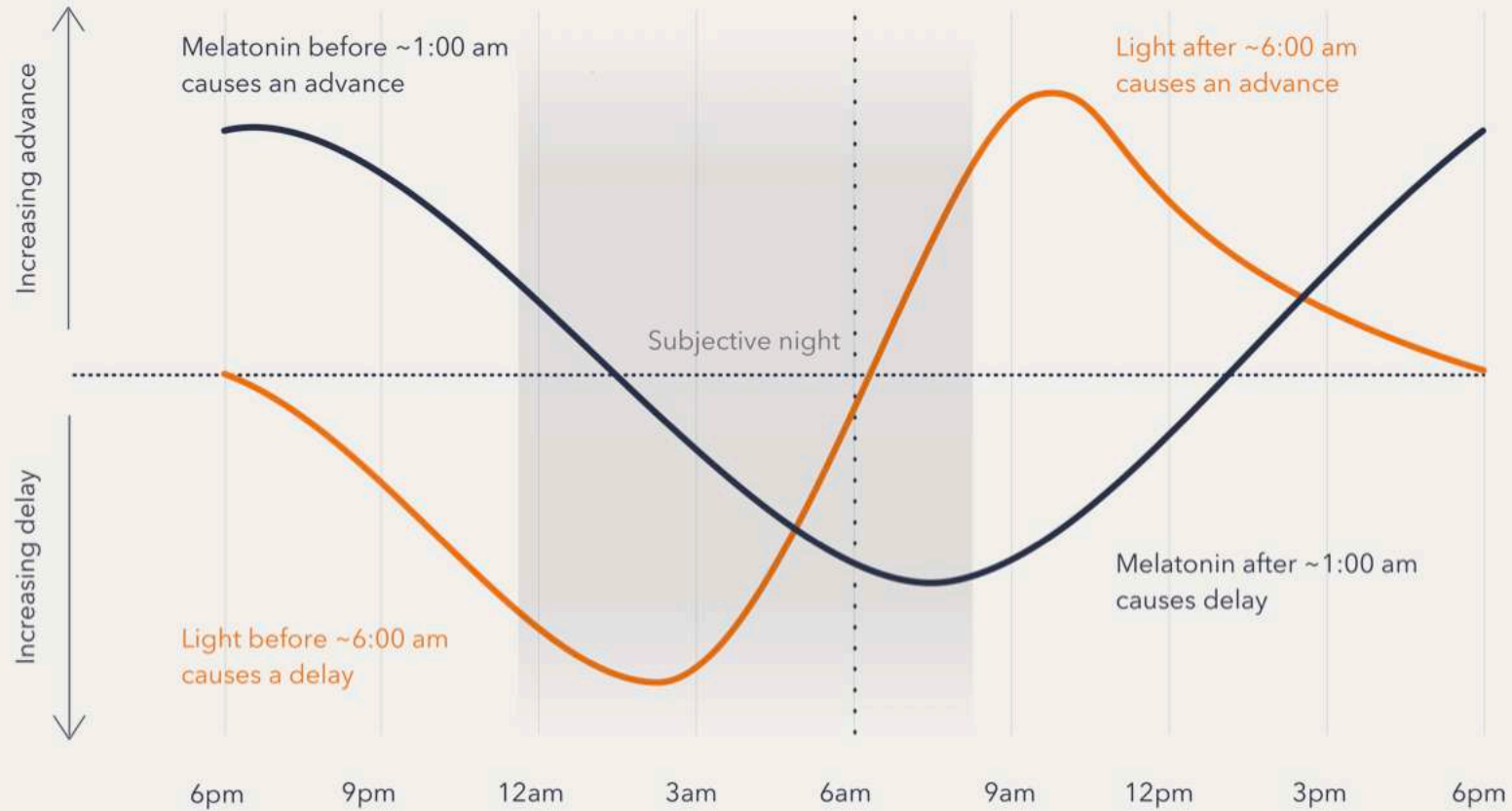
Timed light exposure



Melatonin supplement



How timed light and melatonin affect your circadian rhythm



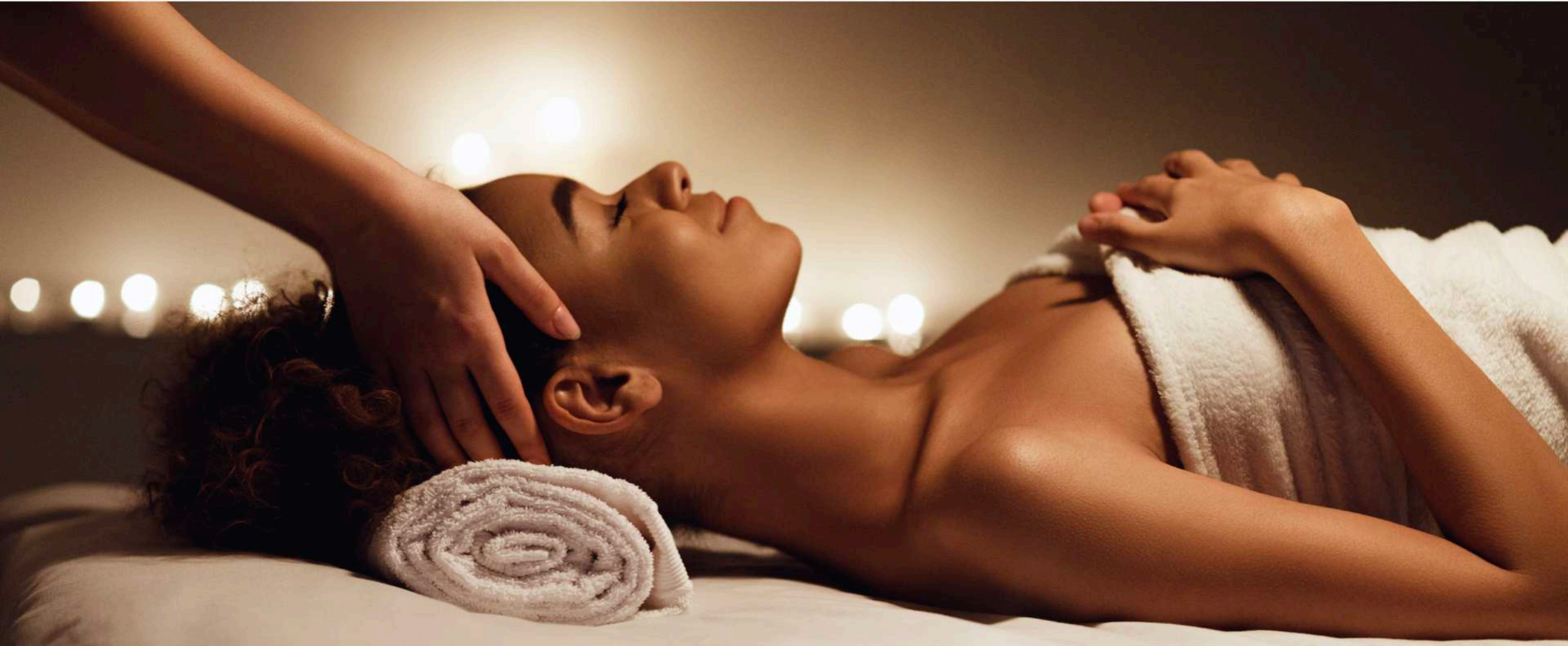
Sleep as much as possible on the plane



Use sleep medications



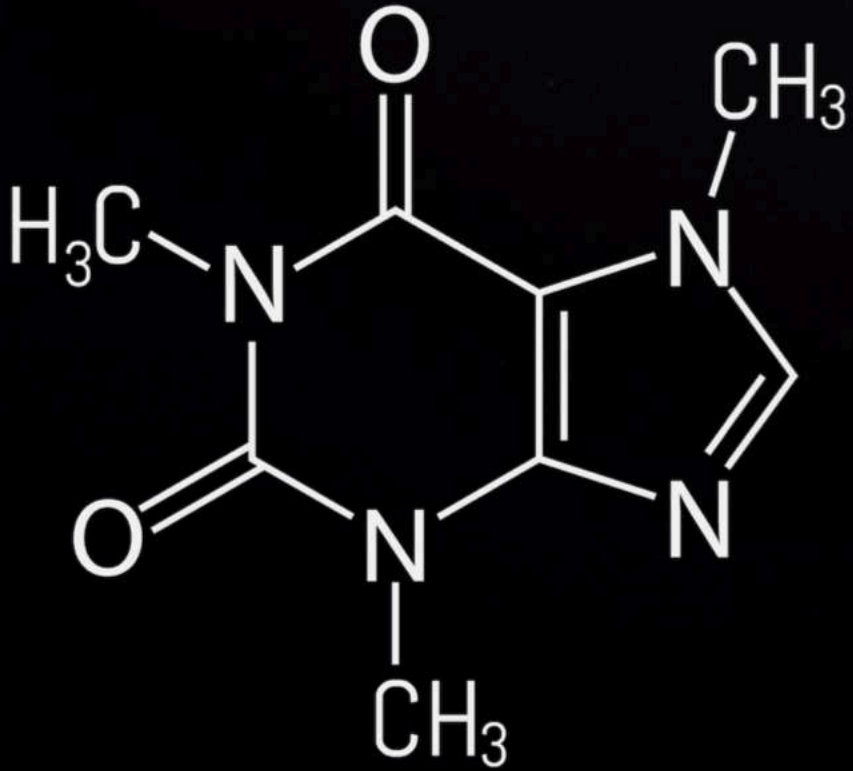
Use jet lag massages, acupuncture, or diet



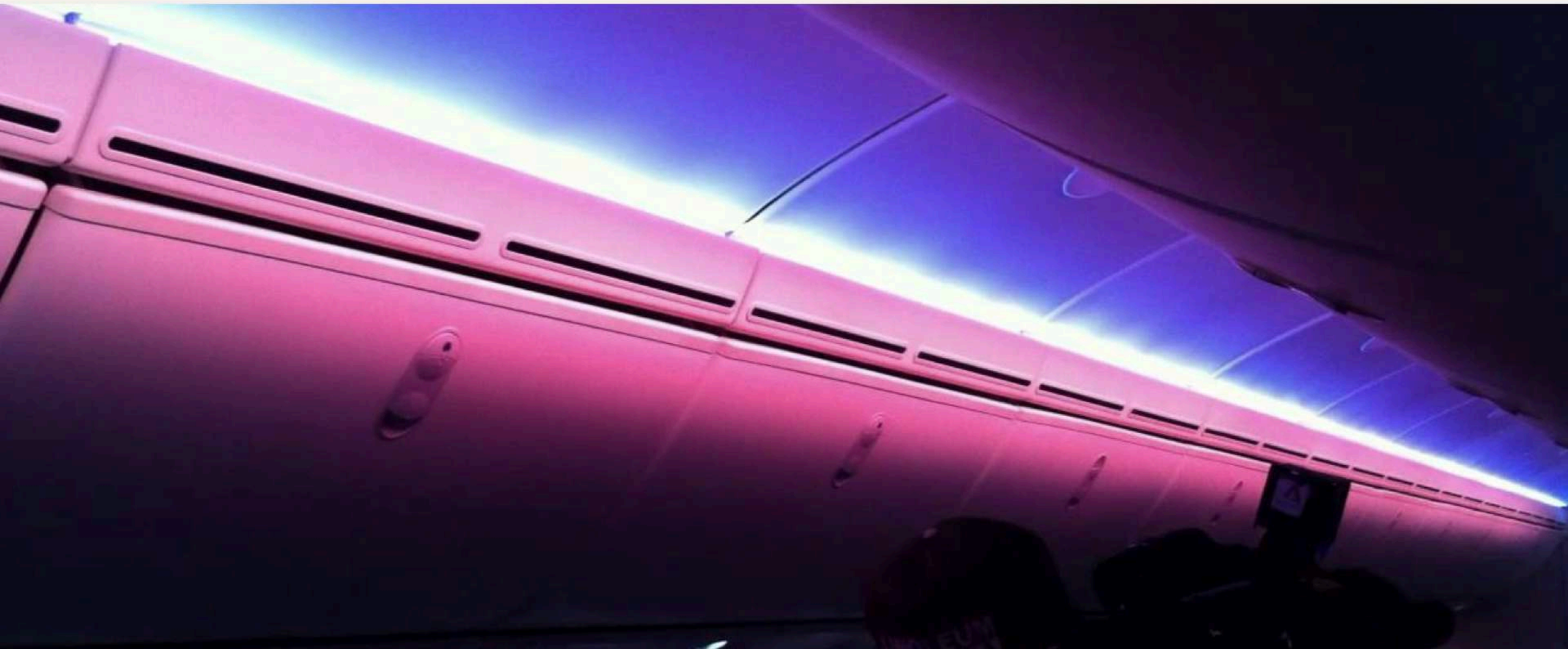
Go for that 7am run



Use stimulants



Trust airplane lighting



Travel in business class



Stay at 5-star hotels





Steven Lockley, Ph.D.





Timeshifter is the most advanced jet lag tool in the world



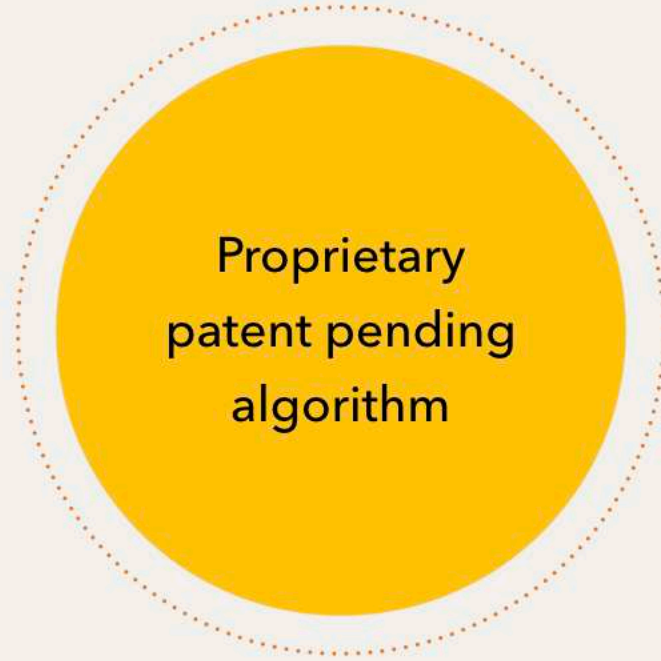
★★★★★
4.8 out of 5 stars

INSERT VIDEO SENT SEPERATELY

(start on click)

Sleep pattern

Chronotype

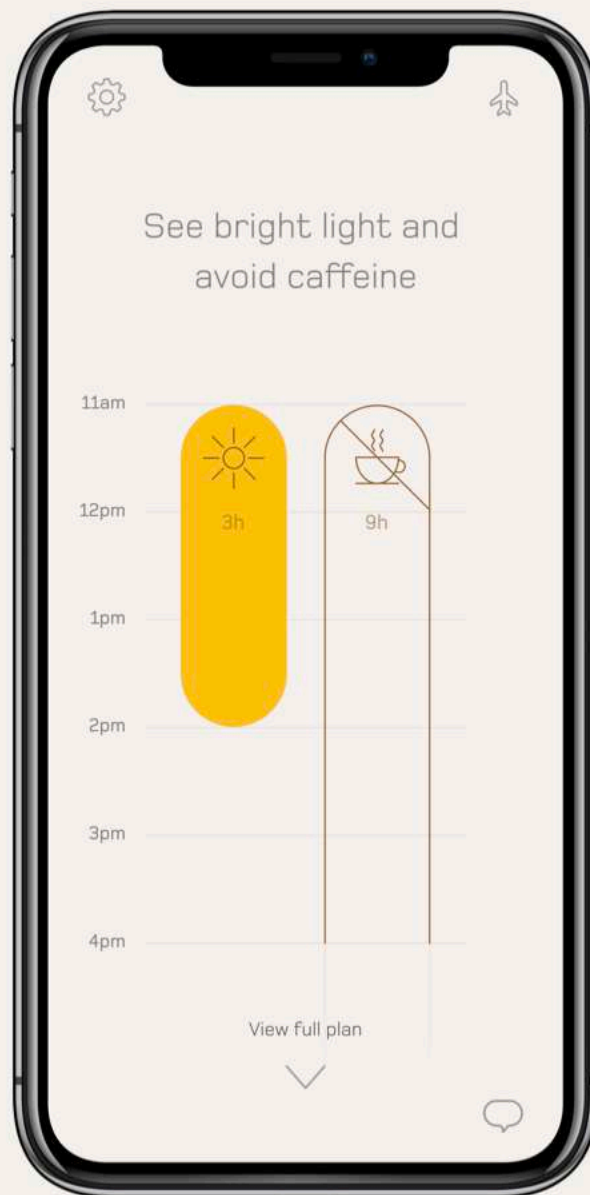


Itinerary

Preferences



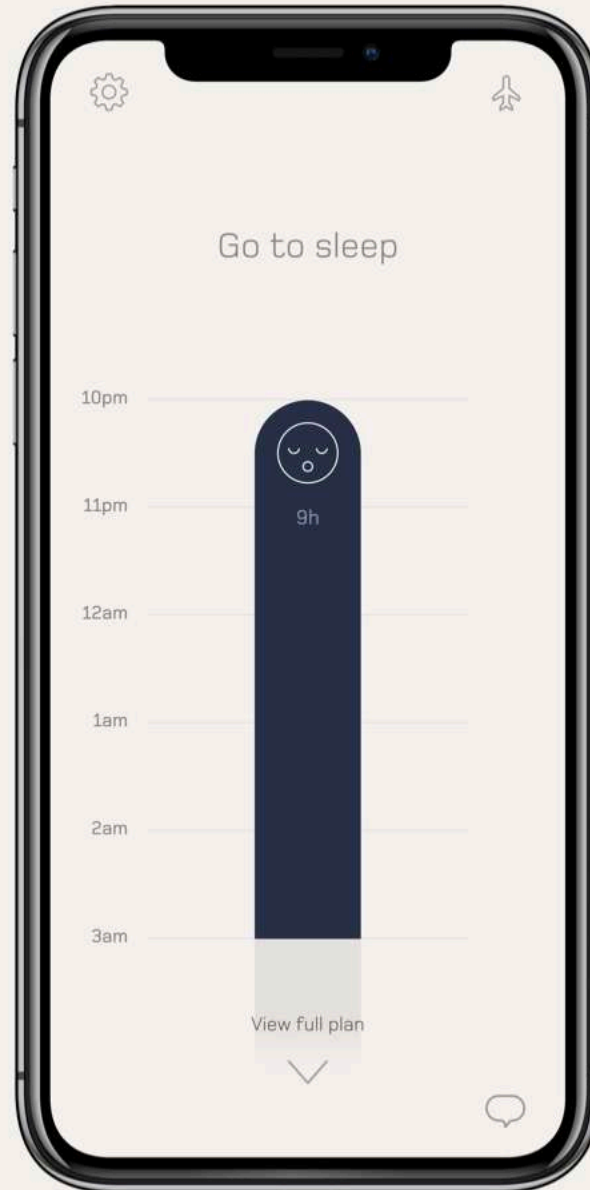
See light



Avoid light



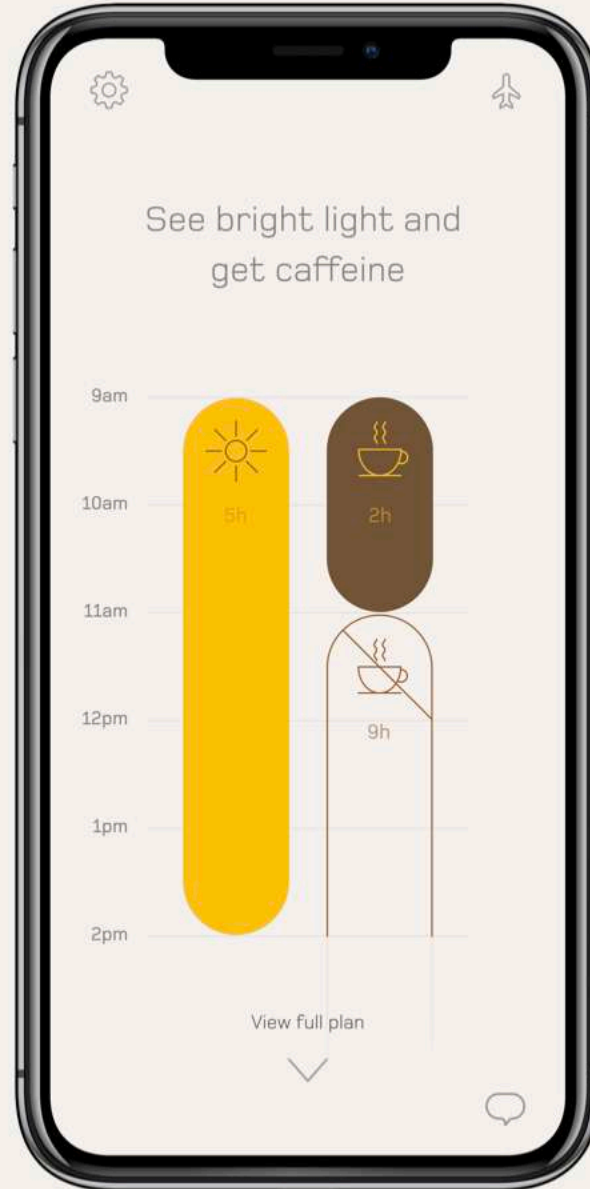
Take melatonin



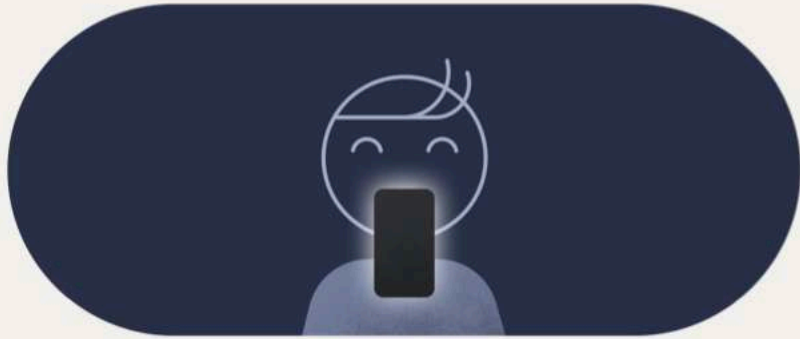
Go to sleep



Use caffeine



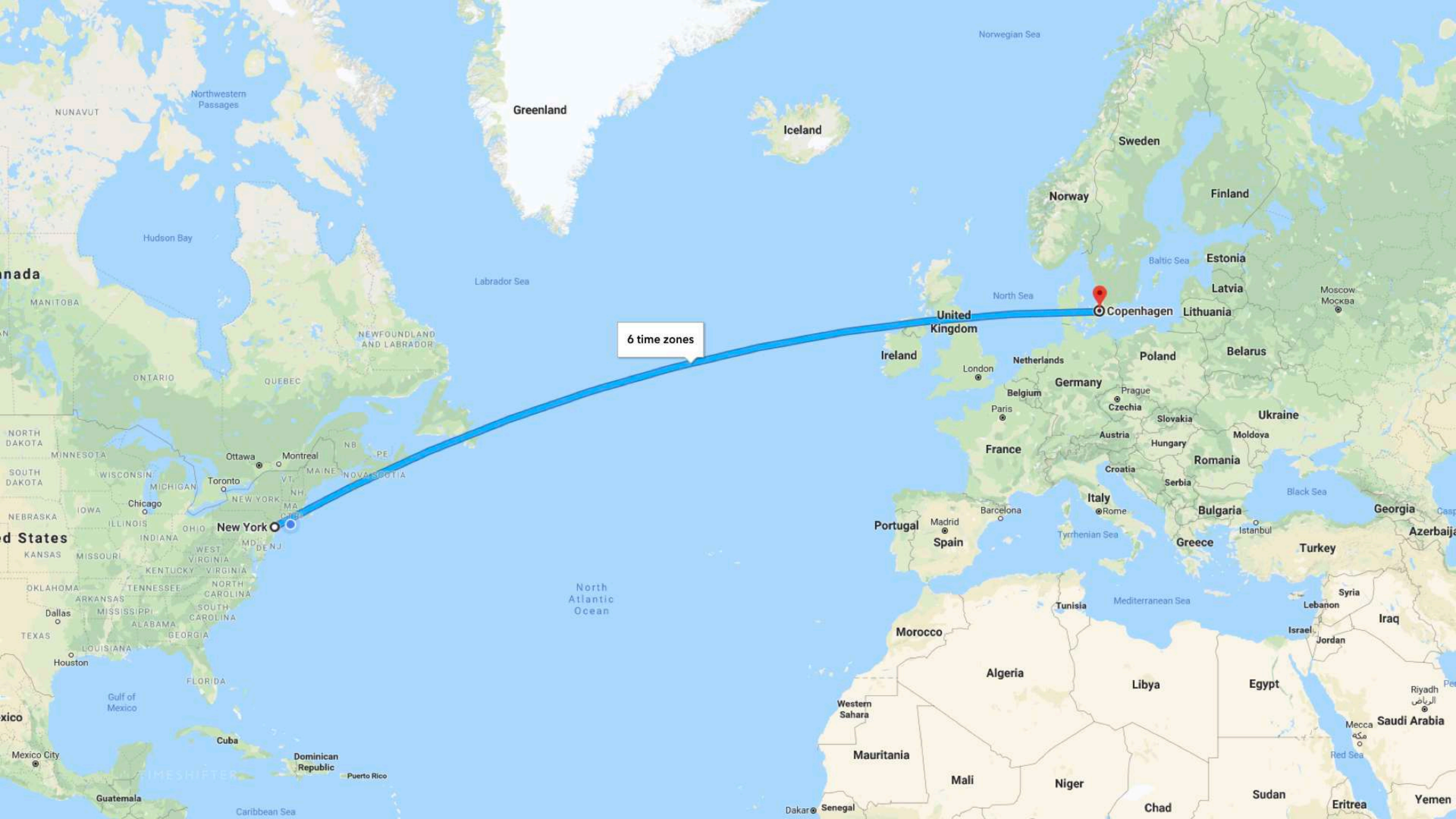
Avoid caffeine



You can easily get exposed
to light everywhere



You can easily avoid light
everywhere



6 time zones

New York

Copenhagen

United Kingdom

Canada

United States

Saudi Arabia

Before Timeshifter

Arrived so I had minimum one day before I had to perform at destination.

Exposed to light at the airport.

Enjoyed meal service on the plane.

Exposed to bright light during meal service.

Skipped breakfast.
Slept until arrival.



Before Timeshifter

My company spent money on me arriving early

I didn't perform well/ couldn't do my best work

It was difficult to get up in the morning

When I got back home, I was not the best husband and dad for a few days

I woke up the second night between 1-3am, and couldn't fall back asleep

My health was compromised

A map showing a flight route from New York, USA to Copenhagen, Denmark. The route is highlighted in blue, starting from New York and crossing the Atlantic Ocean to land in Copenhagen. The map includes labels for various countries and regions, such as Greenland, Iceland, Norway, Sweden, Finland, and parts of Europe and Africa. A red location pin is placed on Copenhagen.

With Timeshifter

Enjoy dinner at the airport,
while avoiding light with sunglasses.

Go to sleep when on plane.
Use sleep mask.

Set alarm clock to wake up
3 hours before arrival.

Enjoy breakfast.



With Timeshifter

I arrive the same day or late the day before,
saving my company time and money

I feel great and perform at my best

I wake up between 7-7.30am,
without an alarm clock!

When I get back home, I immediately
participate in family activities

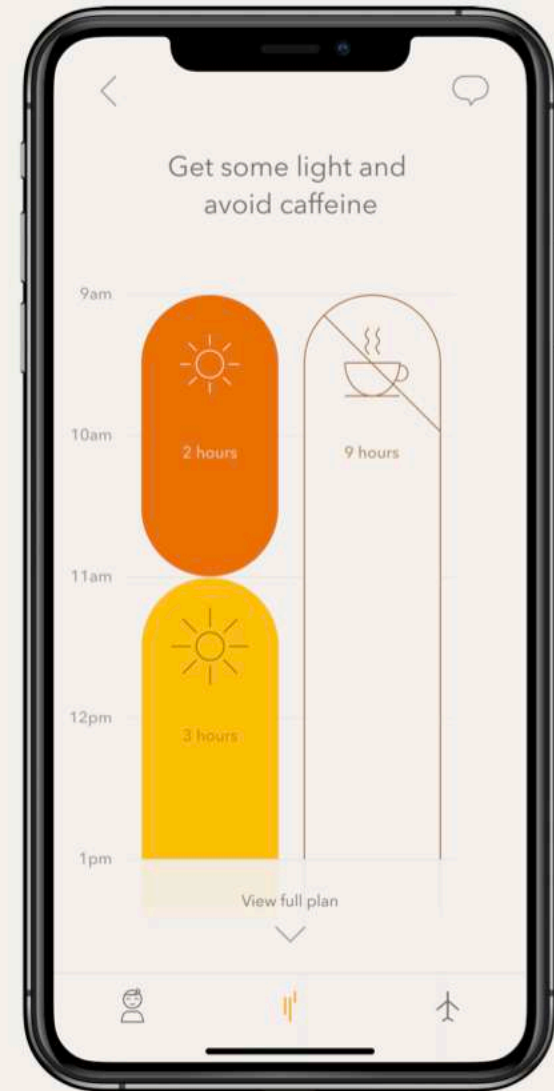
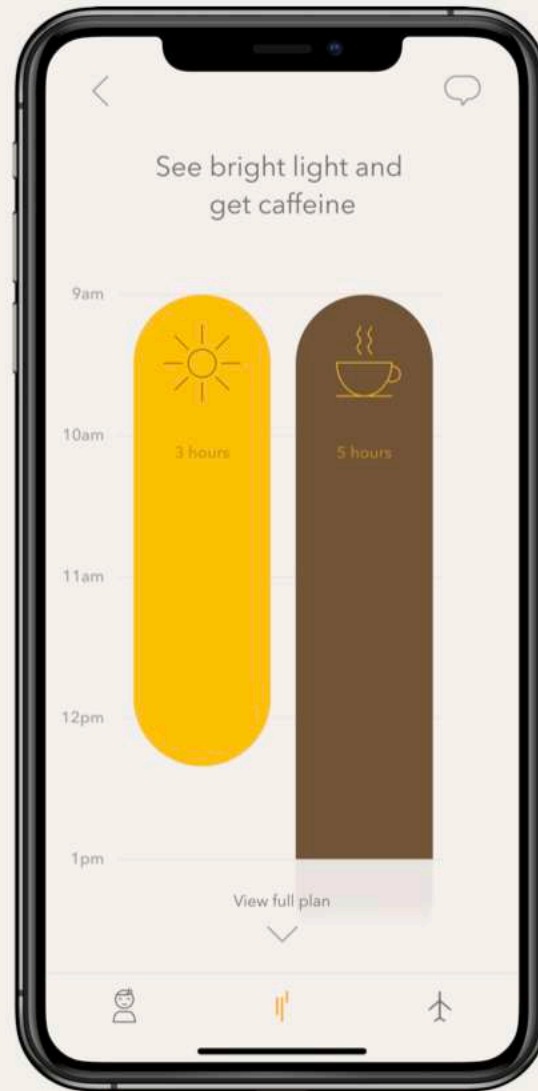
I sleep through every night

My health is not compromised

How personalized is a jet lag plan?

Will travelers eventually learn how to timeshift on our own?

- Same sleep pattern
- Same chronotype
- Different departure time



- Same sleep pattern
- Same itinerary
- Different chronotypes



Why should you care about your customers' jet lag?



Shows you care and
are empathetic



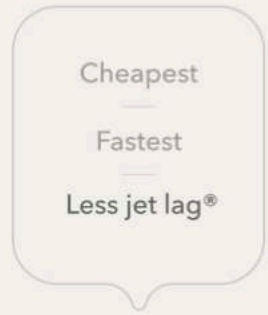
Can result in better reviews
and more loyalty



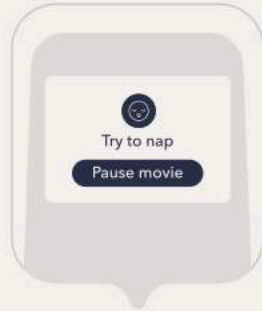
Indicates you're
innovative



Will soon be an
expectation



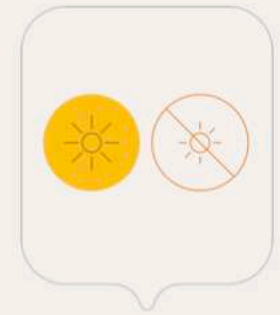
Flight search with choices to limit jet lag



Jet lag intelligent in-flight entertainment system



Jet lag adapted in-flight service



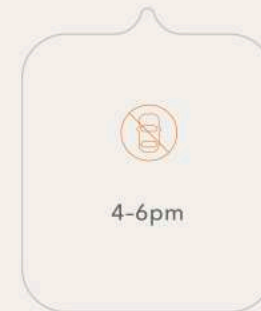
Jet lag adapted lighting in hotel room



Jet lag reduction area in airport lounges



Courtesy rental car delivery at hotel if jet lagged upon arrival



Flight search with choices to limit jet lag

Less jet lag®
\$ 731 11h 35m


Cheapest
\$ 522 18h 55m

Fastest
\$ 1,552 10h 25m


Best flights:

- Placeholder bar 1
- Placeholder bar 2
- Placeholder bar 3
- Placeholder bar 4
- Placeholder bar 5
- Placeholder bar 6
- Placeholder bar 7
- Placeholder bar 8

Jet lag reduction area in airport lounges




TIMESHIFTER

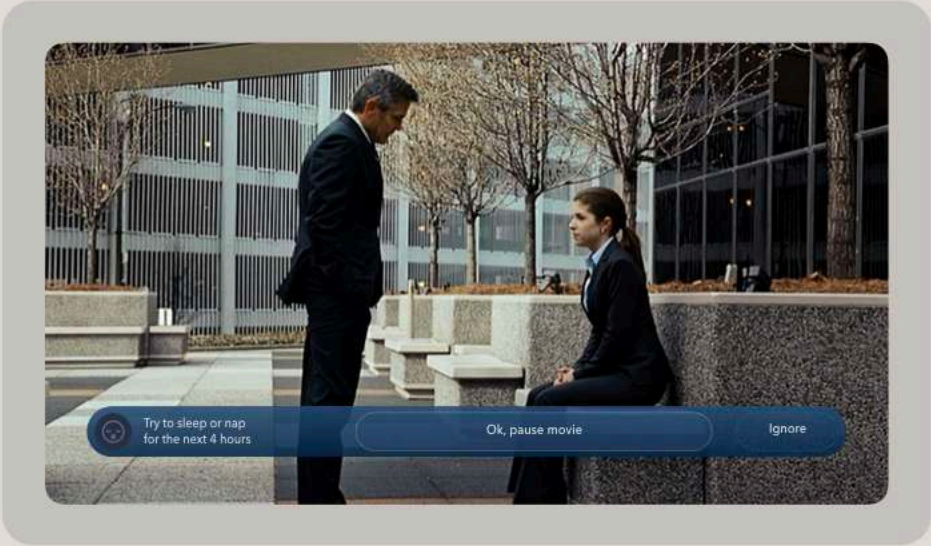


**DOES YOUR APP
PRESCRIBE
*AVOID LIGHT?***

Visit our jet lag reduction area
with timeshift-supporting light
and decaf drink and coffee bar.



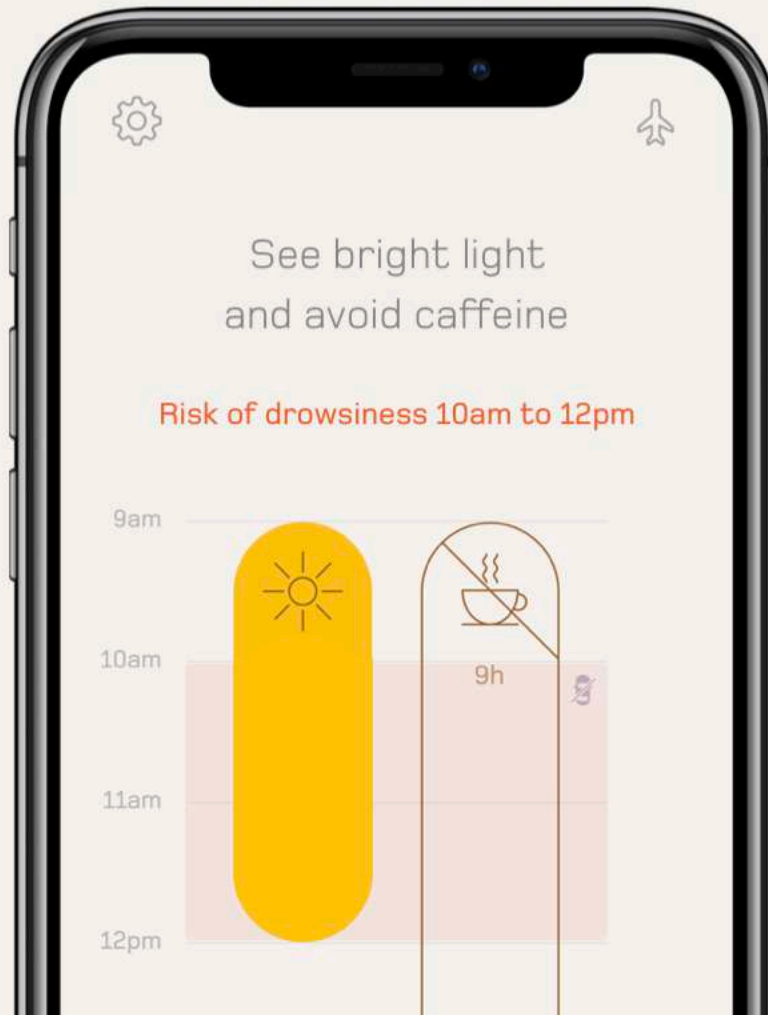
Jet lag intelligent in-flight entertainment system



Jet lag adapted in-flight service

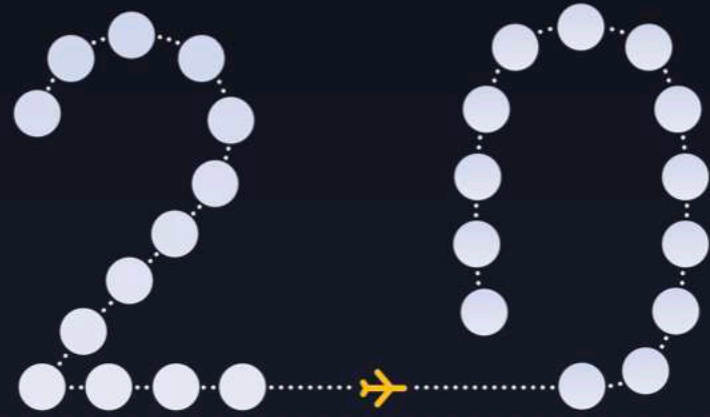


Courtesy rental car delivery at hotel if jet lagged upon arrival



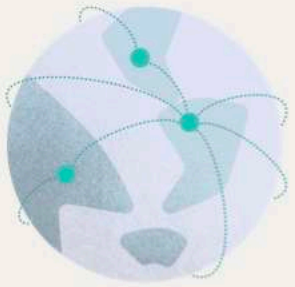
Jet lag adapted lighting in hotel room





The missing features frequent travelers really need

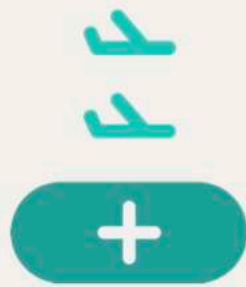
What's new



Multi-city trips



Unlimited trips



Unlimited stopovers



Flight editing



Quick trip entry



Improved user experience

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www.timeshifter.com/gws

Ask me about jet lag:
mickey@timeshifter.com

