



GLOBAL WELLNESS
SUMMIT 2019

Fighting Jet Lag Actually Is Rocket Science

Mickey Beyer-Clausen, Co-Founder & CEO,
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



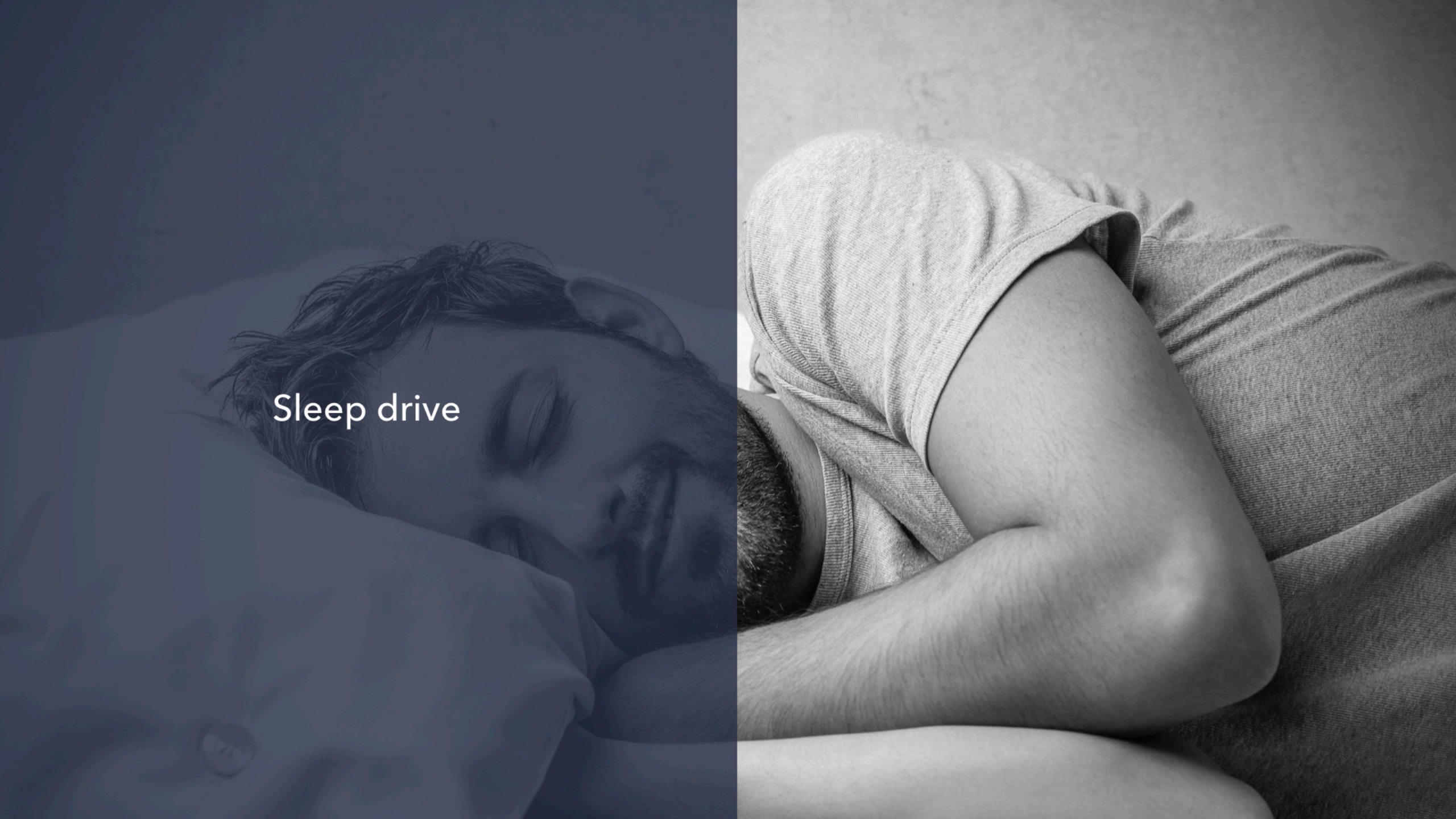
3. We needed a way to mass-deliver personalized advice



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 close-up photograph of a man with dark hair and a beard, sleeping peacefully with his eyes closed. He is resting his head on a light blue pillow. The entire image is overlaid with a semi-transparent blue filter.

Sleep drive

A close-up photograph of a person's arm and shoulder, resting on a light-colored fabric. The person appears to be sleeping. The entire image is overlaid with a semi-transparent orange filter.

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

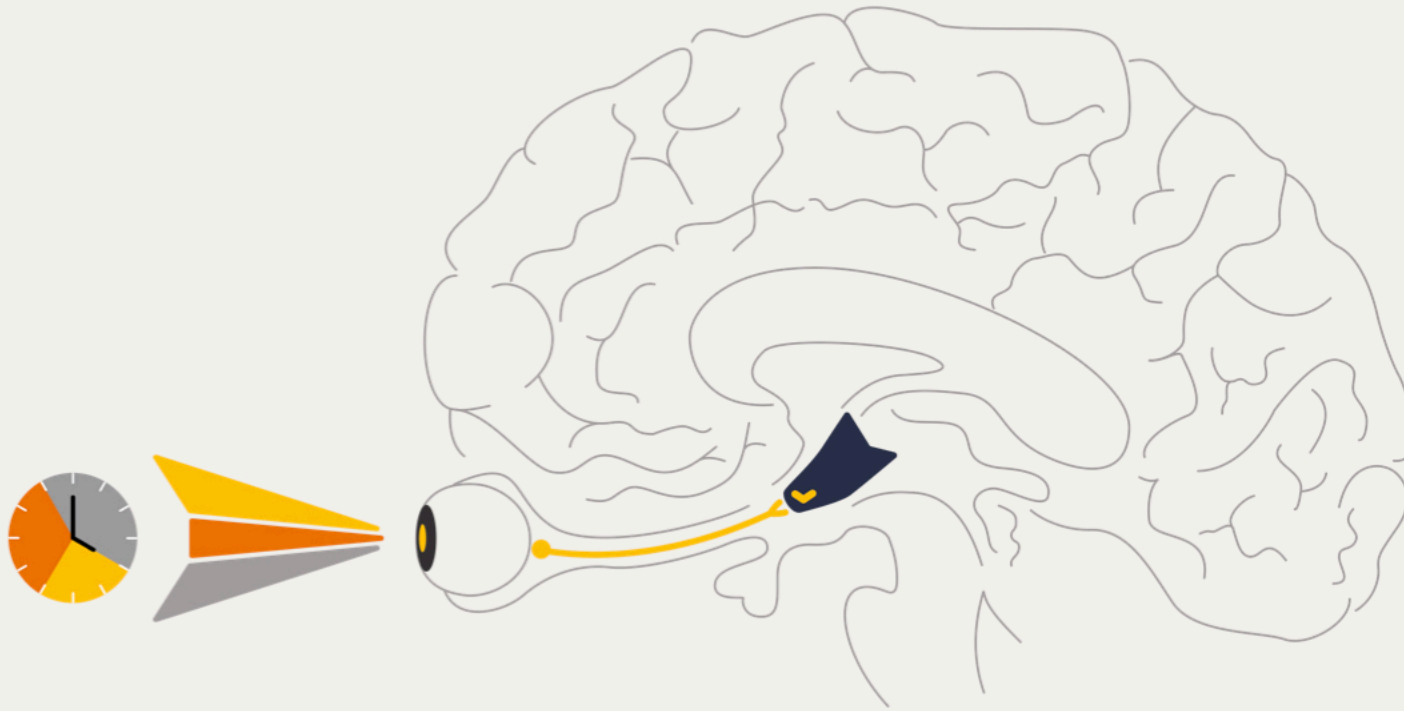


- Sleep
- Fatigue

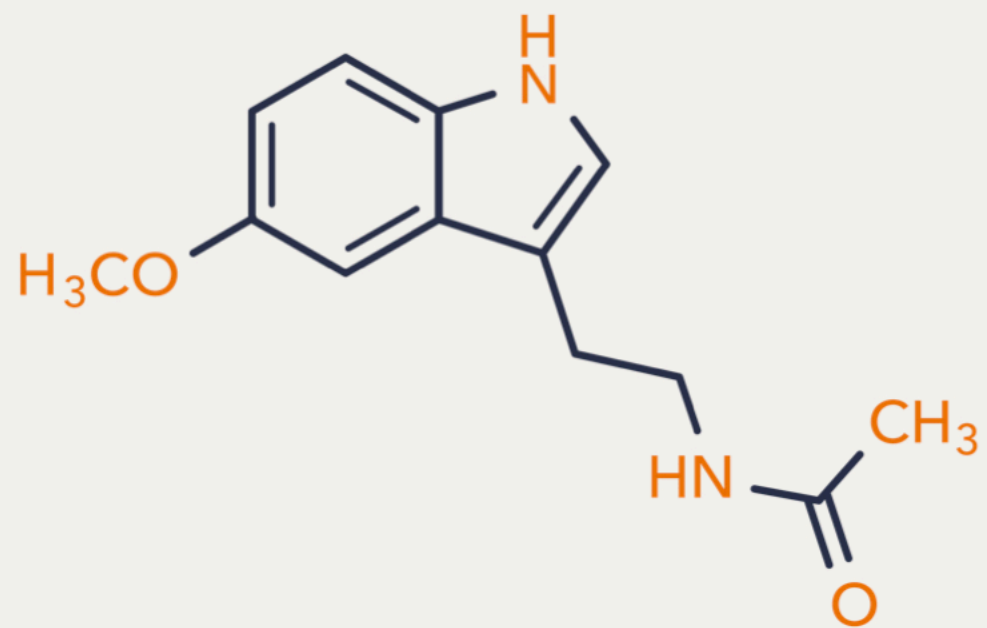


- Underlying circadian misalignment
- Time course of sleep propensity

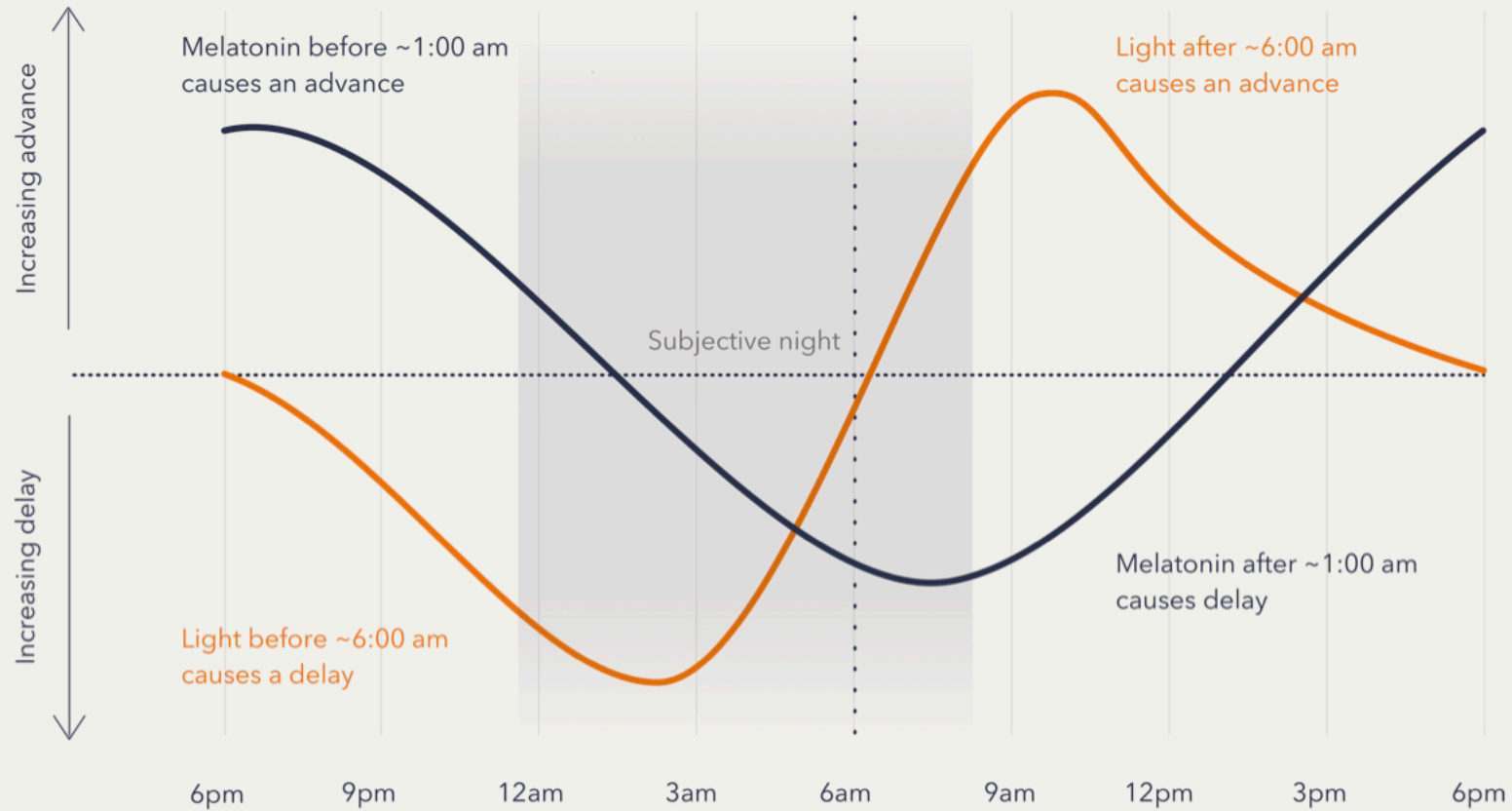
Timed light exposure



Melatonin supplement



How timed light and melatonin affect your circadian rhythm



Sleep as much as possible on the plane



Use sleep medications



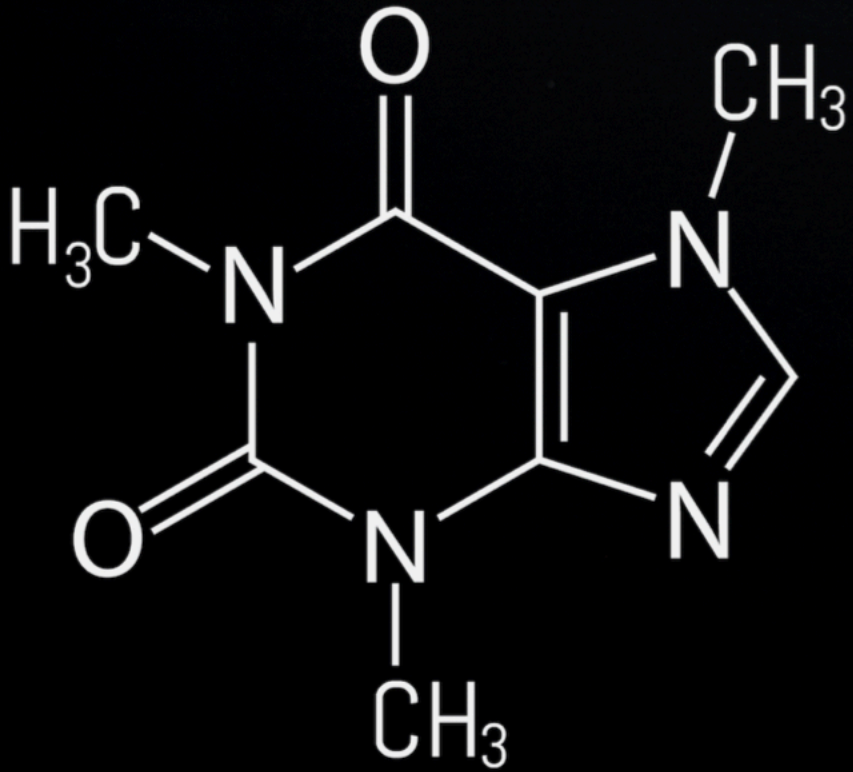
Use jet lag massages, acupuncture, or diet



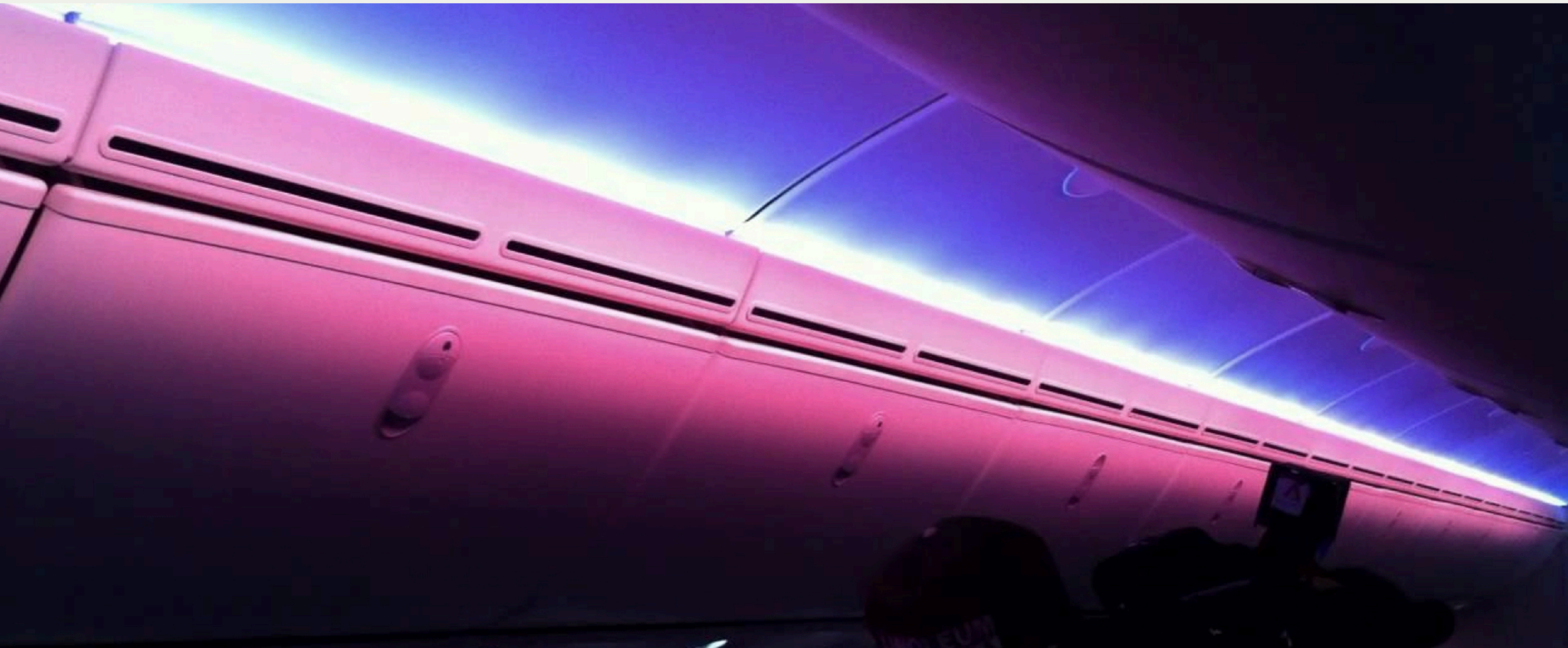
Go for that 7am run



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



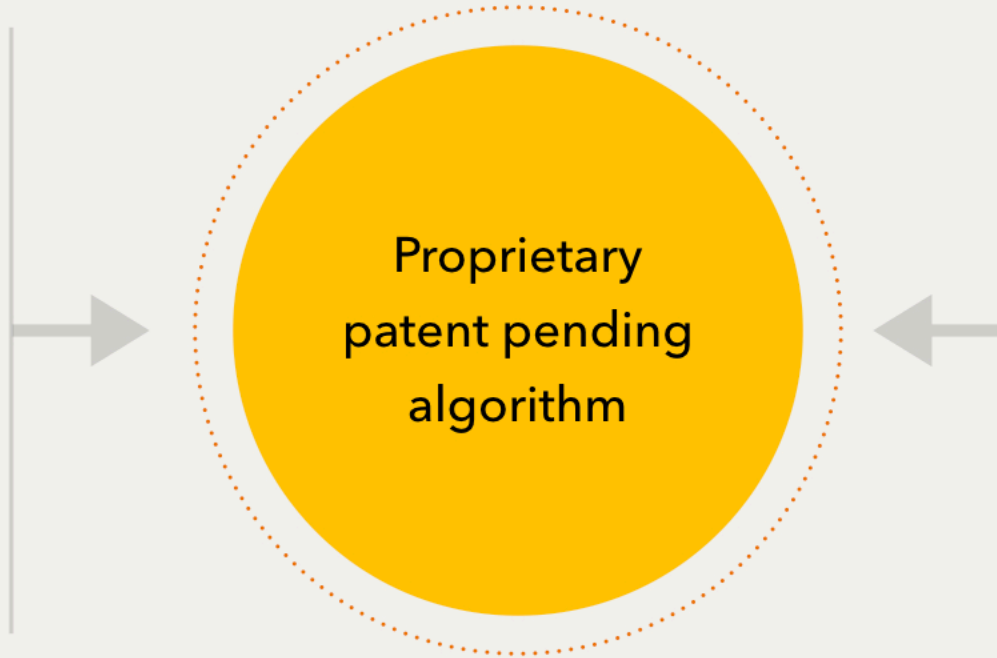
★★★★★
4.8 out of 5 stars

INSERT VIDEO SENT SEPERATELY

(start on click)

Sleep pattern

Chronotype



Itinerary

Preferences



See light



Avoid light



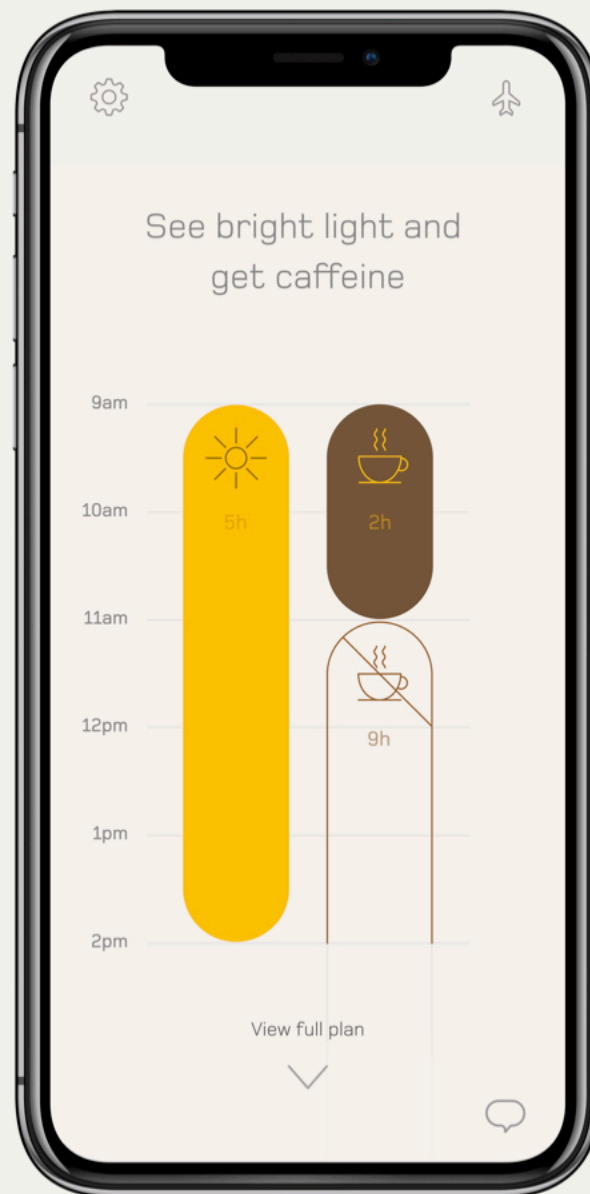
Take melatonin



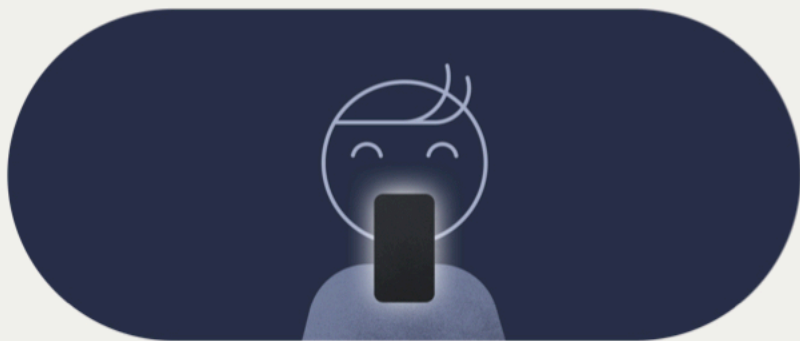
Go to sleep



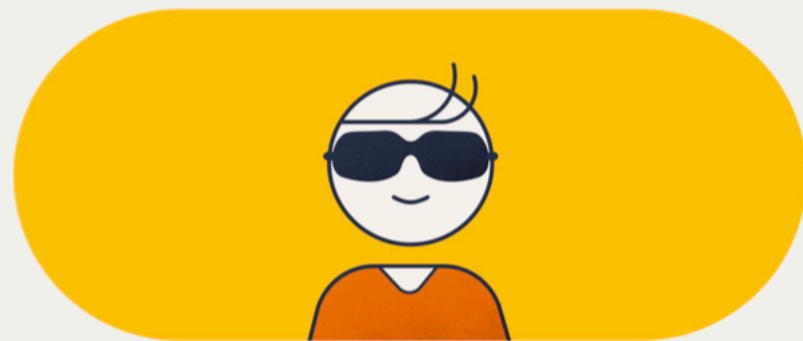
Use caffeine



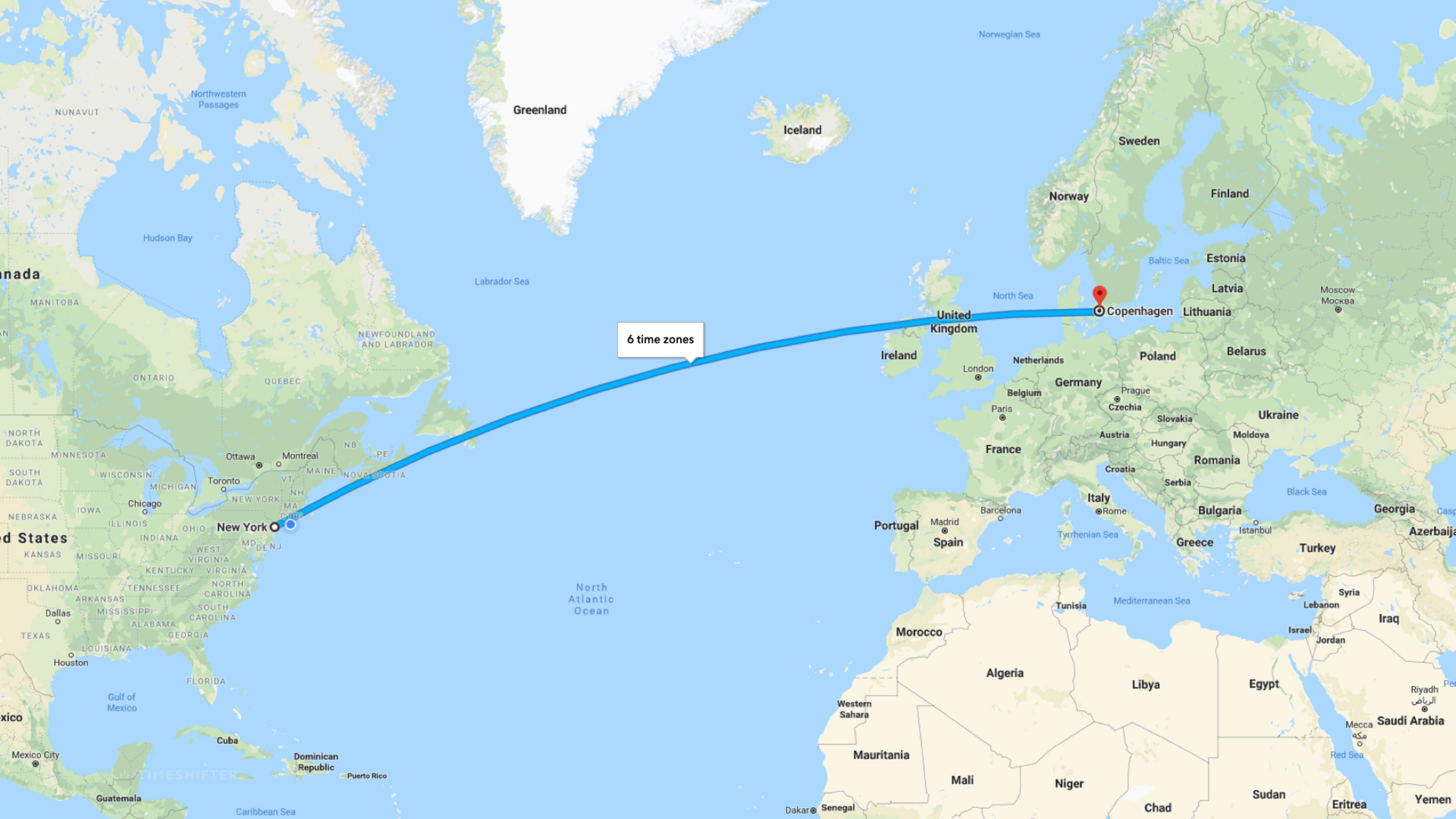
Avoid caffeine



You can easily get exposed
to light everywhere



You can easily avoid light
everywhere



A map showing North America and Europe. A blue line connects New York City, USA, to Copenhagen, Denmark. A red pin is located at Copenhagen. The map includes labels for various countries and regions such as Canada, Greenland, Iceland, Norway, Sweden, Finland, Poland, Germany, Czechia, Slovakia, Hungary, Romania, Bulgaria, Greece, Turkey, Israel, Jordan, Egypt, Libya, Mauritania, Mali, Niger, Chad, Sudan, Eritrea, Yemen, Saudi Arabia, Iraq, Syria, Lebanon, Georgia, Azerbaijan, Ukraine, Moldova, Belarus, Lithuania, Latvia, Estonia, and Moscow. It also shows major bodies of water like Hudson Bay, the Gulf of Mexico, the Caribbean Sea, the Mediterranean Sea, the Black Sea, the Baltic Sea, and the Norwegian Sea. US states and Canadian provinces are labeled, as are major cities like New York, Chicago, Toronto, Montreal, Ottawa, and Mexico City.

Before Timeshifter

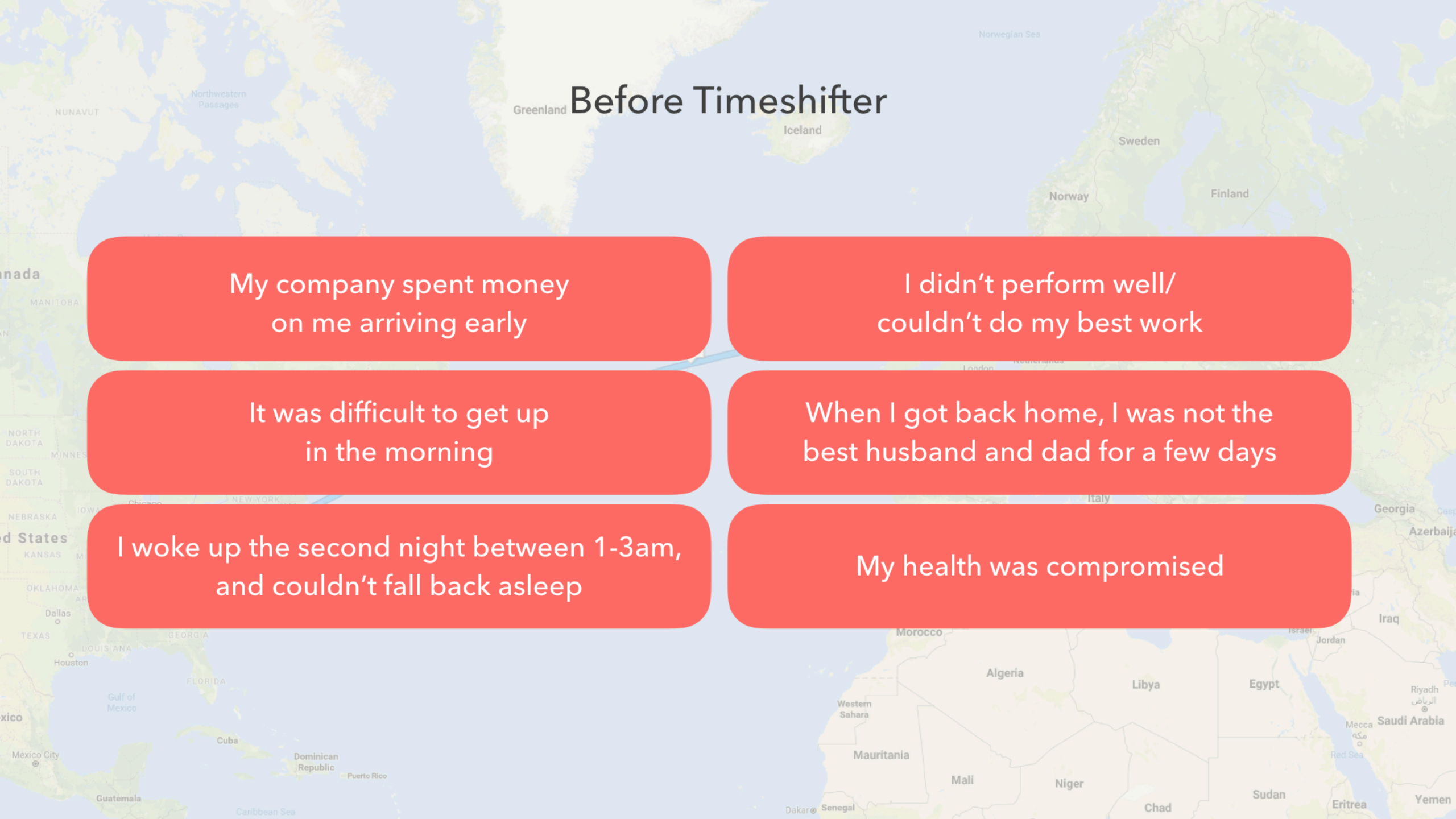
Arrived so I had minimum one day
before I had to perform at destination.

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 path from New York, USA to Copenhagen, Denmark. The path is highlighted in blue, starting from New York and ending in Copenhagen. The map includes labels for various countries and regions, such as Canada, Greenland, Iceland, Norway, Sweden, Finland, Poland, Germany, Czechia, Slovakia, Hungary, Romania, Bulgaria, Greece, Turkey, Egypt, Saudi Arabia, and others. The flight path is shown as a blue line connecting the two cities.

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

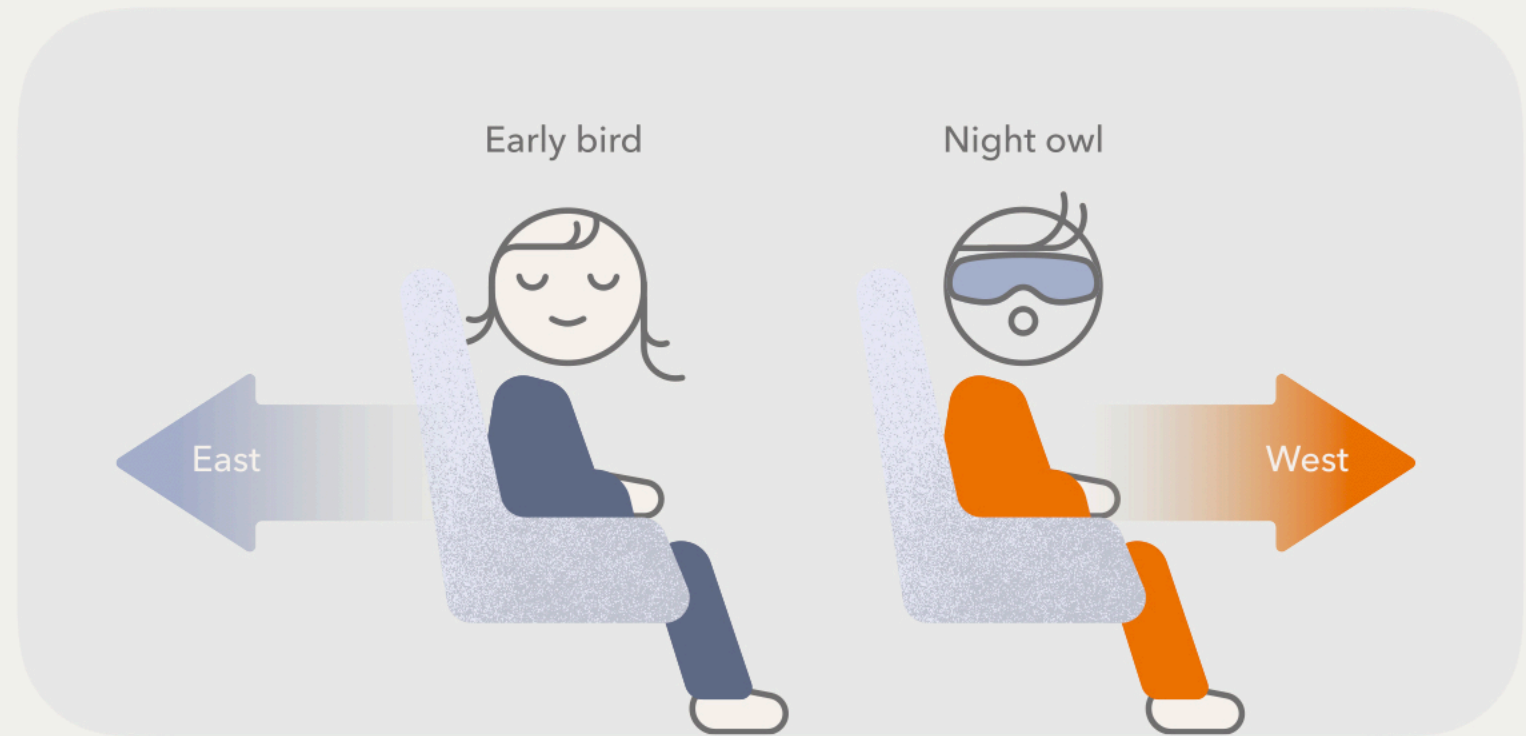
How personalized is a jet lag plan?

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



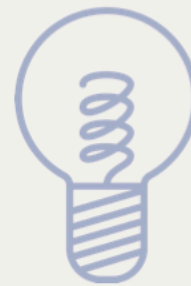
Why should you care about your customers' jet lag?



Shows you care and
are empathetic



Can result in better reviews
and more loyalty



Indicates you're
innovative



Will soon be an
expectation

Cheapest
—
Fastest
—
Less jet lag®

Flight search with choices
to limit jet lag

Try to nap
Pause movie

Jet lag intelligent in-flight
entertainment system

Jet lag adapted
in-flight service

Jet lag adapted
lighting in hotel room

Jet lag adapted
lighting in hotel room

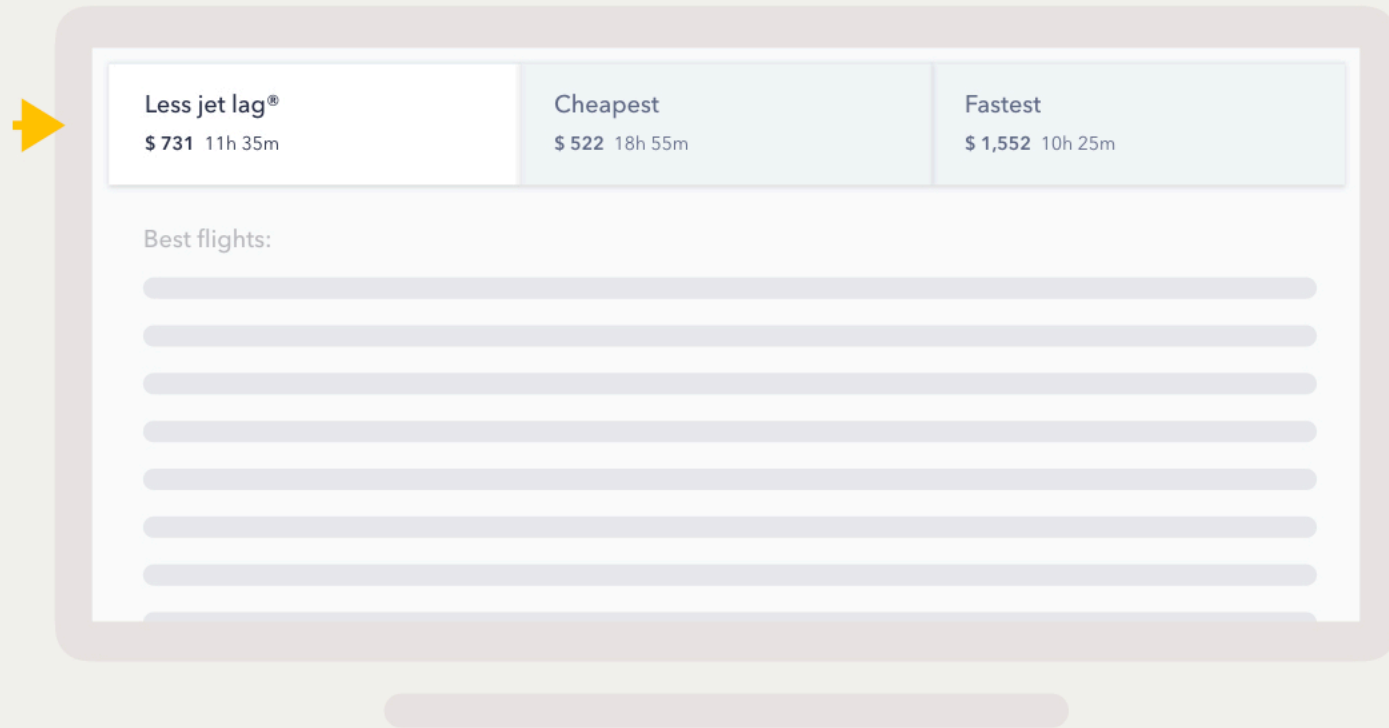
Jet lag reduction area
in airport lounges

"Avoid light"
zone

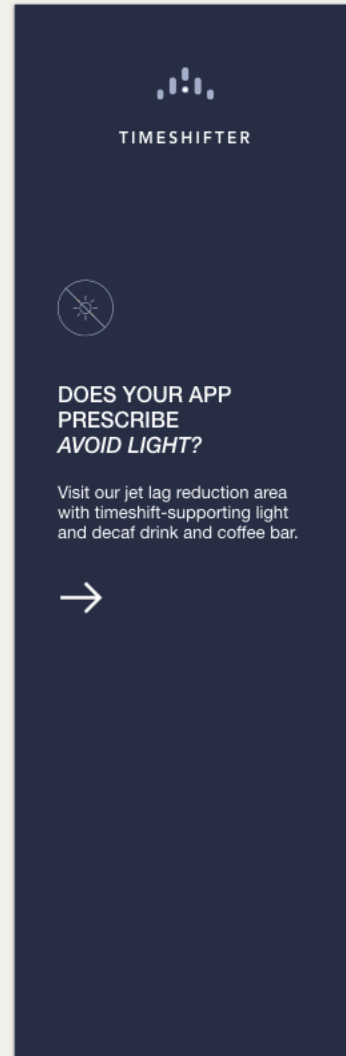
Courtesy rental car delivery at
hotel if jet lagged upon arrival

4-6pm

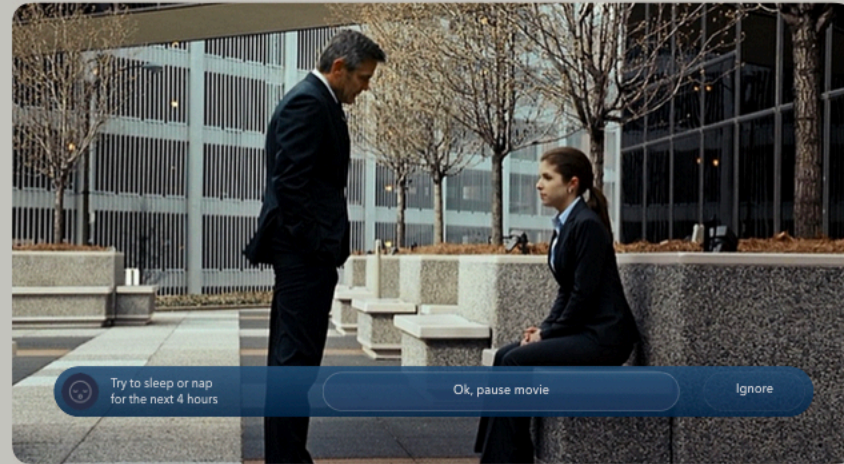
Flight search with choices to limit jet lag



Jet lag reduction area in airport lounges



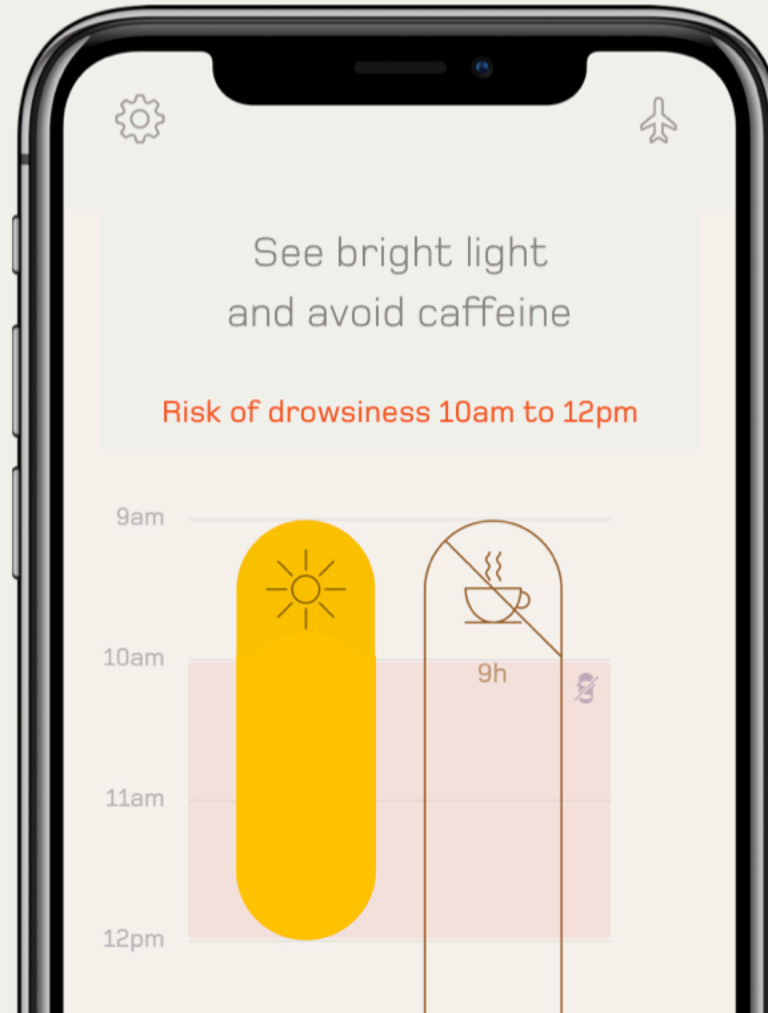
Jet lag intelligent in-flight entertainment system



Jet lag adapted in-flight service

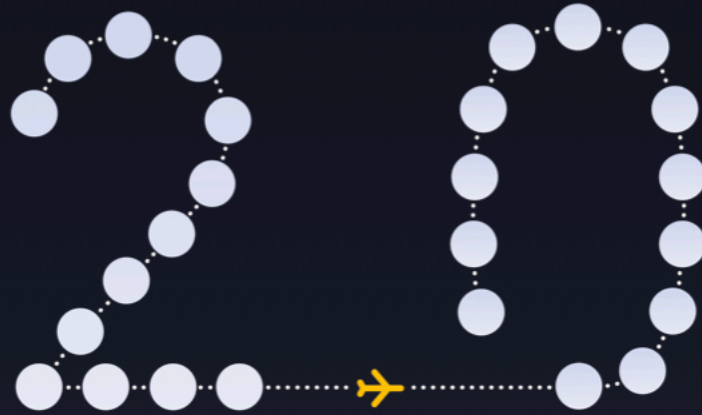


Courtesy rental car delivery at hotel if jet lagged upon arrival



Jet lag adapted lighting in hotel room





The missing features frequent travelers really need

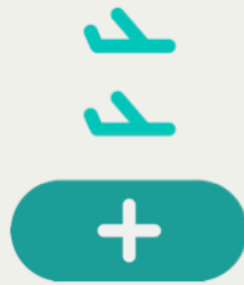
What's new



Multi-city trips



Unlimited trips



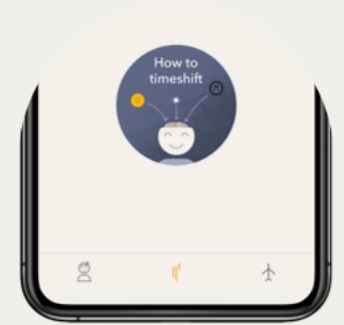
Unlimited stopovers



Flight editing



Quick trip entry



Improved user experience

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www.timeshifter.com/gws

Ask me about jet lag:
mickey@timeshifter.com

