Fighting Jet Lag Actually Is Rocket Science

Mickey Beyer-Clausen, Co-Founder & CEO, Timeshifter Inc., US
Fighting jet lag is rocket science

See bright light and avoid caffeine
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
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

- Melatonin before ~1:00 am causes an advance
- Light after ~6:00 am causes an advance
- Light before ~6:00 am causes a delay
- Melatonin after ~1:00 am causes delay
What travelers do today
(and why it isn’t working)
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)
See light

See bright light and avoid caffeine

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
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
- It was difficult to get up in the morning
- I woke up the second night between 1-3am, and couldn’t fall back asleep

- I didn’t perform well/couldn’t do my best work
- When I got back home, I was not the best husband and dad for a few days
- My health was compromised
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 wake up between 7-7.30am, without an alarm clock!
- I sleep through every night
- I feel great and perform at my best
- When I get back home, I immediately participate in family activities
- 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

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

“Avoid light” zone

Courtesy rental car delivery at hotel if jet lagged upon arrival

4-6pm
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:
Jet lag reduction area in airport lounges

DOES YOUR APP PRESCRIBE AVOID LIGHT?

Visit our jet lag reduction area with timeshift-supporting light and decor, dining, 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
Get your subscription: www.timeshifter.com/gws
Ask me about jet lag: mickey@timeshifter.com