

WORLD SLEEP DAY (13th March): A More Balanced Conversation About Modern Sleep

As World Sleep Day approaches on 13th March, SENTIA Spirits is encouraging a more evidence-based perspective on sleep.

NEW YORK, NY, UNITED STATES, March 3, 2026 /EINPresswire.com/ -- While modern life is often

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GABA is the master switch for sleep, governing the neurotransmitters that keep us awake. Enhancing GABA activity with targeted botanicals offers a scientifically grounded approach to restorative sleep”

*Professor David Nutt, CSO,
SENTIA Spirits*

blamed for dramatically worsening sleep, large-scale data does not show a clear, significant decline in average sleep duration over the past decade [1][2]. At the same time, public engagement with sleep health — including the growth of wearable tracking devices — has increased substantially [3].

Experts emphasise that sleep health is multidimensional, extending beyond duration to include efficiency, timing, regularity, alertness, and perceived quality [4]. Sleep plays a critical role in memory and learning [5], metabolic waste clearance from the brain [6], immune resilience [7], and physiological restoration [8].

Two accessible behavioural approaches may support better sleep outcomes:

1. Strengthening sleep-supportive habits — Consistent sleep-wake schedules, managing light and environmental factors, limiting late caffeine intake, and avoiding alcohol close to bedtime are widely supported behavioural strategies for improving sleep quality [4][9].
2. Rethinking evening alcohol consumption — While alcohol may reduce time to fall asleep, research shows it disrupts sleep architecture and reduces restorative sleep stages later in the night [9][10].

[SENTIA Spirits](#) is a UK-founded functional drinks brand created to offer a thoughtful alternative to alcohol. Developed by a team combining botanical expertise with neuroscientific insight, SENTIA crafts alcohol-free spirits designed to enhance relaxation, sociability and balance without negative effects of alcohol. The range includes SENTIA Gold, Black and Red — each formulated with carefully selected botanical blends to support different mood moments and social

settings.

[SENTIA GABA Red](#) is formulated with botanicals selected to enhance GABA activity, the brain's natural calming pathway, offering a functional alternative to traditional evening drinks. Professor David Nutt, neuropsychopharmacologist and co-founder of SENTIA, is available for interview to discuss the neuroscience of sleep, alcohol's impact on sleep architecture, and the role of GABA in relaxation and sleep regulation.

Samples are available upon request.

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