



Milk World Natural Dairy (NZ) Ltd



DREAM TIME

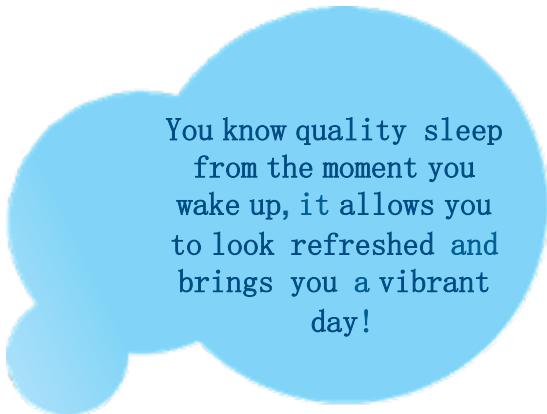
Formulated Milk Powder
100% Pure & Natural

Many years of research and development to give you a good night sleep
Unique Supplemented Food

What is Dream Time?



Dream Time is a natural product to improve sleep quality and aid relaxation. Dream Time contains milk protein hydrolysate and other natural ingredients, expertly researched and developed. It is a high quality formulated product. After several years of research and clinical trials, scientists have found that peptides in natural milk protein elicit physiological relaxation in the human body. Dream Time is a brand new high quality formulated sleep assisting product. Dream Time is made as a 100% unique natural sleep formula product.



You know quality sleep from the moment you wake up, it allows you to look refreshed and brings you a vibrant day!

Dream Time Product information

Natural dairy based formula, scientifically blended with natural sleep inducing herbs. This drink calms and relaxes the mind and body. This allows a deeper more relaxing sleep, allowing you to arise feeling rested and refreshed.

Dream Time could assist your cells to recover well and make your body refreshed and deeply relaxed. This can make your sleep into a deep quality.

- Dream Time is low fat and low-lactose milk powder.
- Does not contain artificial colors and preservatives.
- Caffeine-free and gluten-free, 100% natural.



Dream Time Product information

Dream Time is a natural product. Many people in the world face chronic sleep problems, and more people want to have a good night 's sleep in order to ensure that they are energetic the next day . Dream Time has come to the market through extensive research and development. It not only offers a solution for consumer demand for high-quality sleep products, it also meets requirements for a pure natural and safe product. Sleep is a basic requirement for the brain and the body to relax and repair, and one of the most important functions for a healthy life.

With enhanced sleep quality , our bodies can better repair damaged cells, improve memory and aid in the absorption of nutrients from food consumed during the day. Dream Time is a safe and effective way to improve sleep. Whether you're at work, school, sports, social activities quality sleep can drastically improve your day.

Quality sleep makes you look refreshed, and you will feel energetic.



Your milk. Your life.



Dream Time Unique Milk Based Product



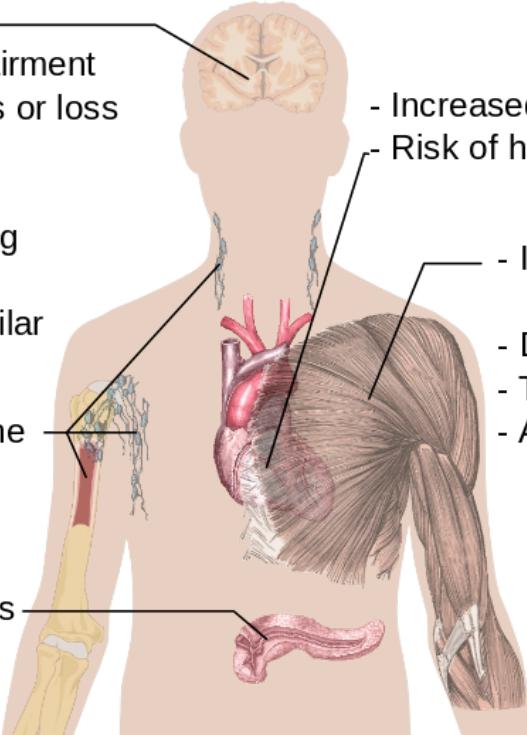
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Dream Time combines the latest scientific research and study in the area of dairy assisted sleep products. Dream Time is the scientific result of joint research and development between the top formula expert Ben Robins of Milk World company and the personnel of leading nutrition research and development centres in Auckland New Zealand. Ben Robins graduated from the University of Auckland, and previously worked in the research and development commercialisation center as a manager. Currently he serves as the commercialization director of Milk World Natural Dairy company.

Dream Time products were subjected to a scientific experiment in New Zealand. The participants of the research trial reported a significant effect in improving quality of sleep and especially an improvement of deep uninterrupted sleep. Deep sleep plays an important role in cellular repair, the facilitation of rest and relaxation. Good sleep improves skin, improves memory, restore physical energy, mental function etc.

Dream Time is 100% natural formula without the adverse side effects of pharmacological sleep aids.

Effects of **Sleep deprivation**

- 
- Irritability
 - Cognitive impairment
 - Memory lapses or loss
 - Impaired moral judgement
 - Severe yawning
 - Hallucinations
 - Symptoms similar to ADHD
 - Impaired immune system
 - Risk of diabetes Type 2
 - Increased heart rate variability
 - Risk of heart disease
 - Increased reaction time
 - Decreased accuracy
 - Tremors
 - Aches
- Other:*
- Growth suppression
 - Risk of obesity
 - Decreased temperature

Benefits of Sleep

1. You'll be happier.
2. You'll have better relationships.
3. You'll be able to build muscle more easily.
4. You'll learn better.
7. People who don't sleep enough are more likely to develop diabetes — even if they are skinny.
8. People who have a quality sleep have better moods and fewer problems with depression and anxiety.
11. You'll spend less time and money at the doctor.
16. You'll make fewer dangerous mistakes.
17. You'll see better if you get enough sleep.
18. You'll be less likely to catch a cold.
19. You're less likely to develop certain kinds of cancer.
22. You'll have better reactions.
23. People who sleep enough have fewer heart problems.

(National Sleep foundation 2016)

Benefits of Sleep

Scientific Studies show that taking Dreamtime before bed can:

- ✓ improve sleep quality and time to fall asleep after two weeks and daytime dysfunction after four weeks.
- ✓ reduce blood pressure, heart rate and stress hormones after a stress test
- ✓ reduce the physical effects of a mental stress test as measured by blood pressure reactivity
- ✓ reduce stress related symptoms, particularly digestive, cardiovascular, intellectual, emotional, and social problems
- ✓ Dream Time is *not a drug* it uses the benefits of milk proteins to promote the bodies natural relaxation ability

Why Dream Time ?

Synergy between Nature and Science

Traditional herbs & minerals

- ✧ *Valeriana officinalis* (valerian)
- ✧ *Melissa Officinalis* (lemon balm)
- ✧ Magnesium phosphate (Magnesium)
- ✧ Milk protein hydrolysate (Lactium)

Traditional ingredients known for generations
to assist with sleep and relaxation



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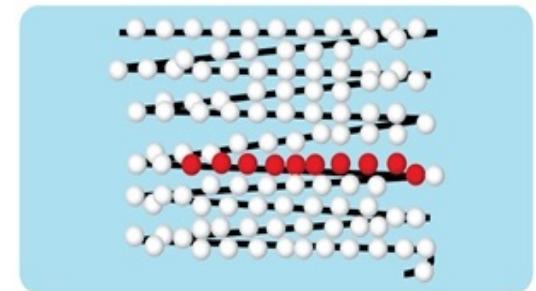
◆ Milk Protein Hydrolysate (Lactium)

Discovered after the observation that new born babies are often soothed and calmed after digesting milk.

Babies digestion release bioactive peptides which are not available for adults.

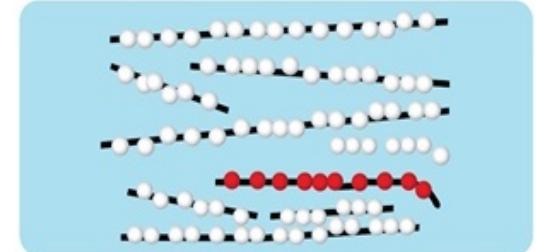
Scientists used a digestive enzyme – trypsin – to isolate the milk protein hydrolysate containing the bioactive peptide - alpha-casozepine - from casein.

CASEIN (protein from milk)



HYDROLYSIS

Hydrolysed Casein = LACTIUM

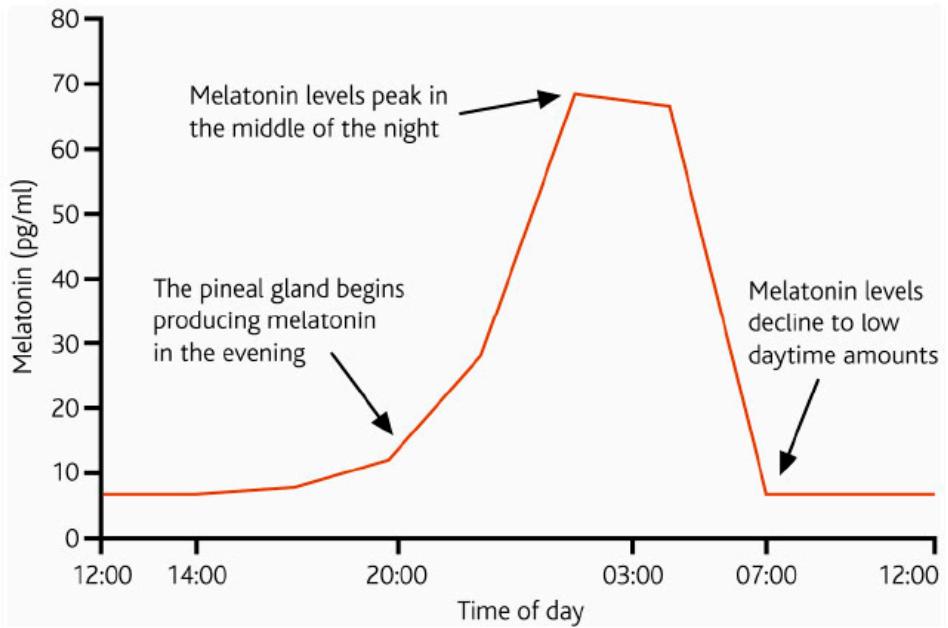


Why Dream Time ?

- ✓ Dream Time is a natural product
- ✓ Dream Time uses the natural powder of NZ milk to decrease stress
- ✓ Dream Time is not a pill
- ✓ Dream Time is not a drug and does not have the negative side effects
- ✓ Dream Time and its ingredients has been rigorously studied

The Sleep Cycle & Melatonin

Figure 1: Fluctuation in melatonin levels over a 24-hour period



Dream Time & Melatonin

	Dream Time	Melatonin
Description	Hydrolysed Protein	Hormone
Administered	Taken as a drink at night	Pill
Side Effects	None	headache, short-term feelings of depression, daytime sleepiness, dizziness, stomach cramps, and irritability.
Source	Cows Milk	Natural – Cows Brains Synthetic – Man made (not natural)
Method of Function	Naturally reduces anxiety allowing reduction in stress and facilitates natural production of Melatonin and REM sleep.	Hormone which overloads bodies natural levels of Melatonin resetting the sleep/wake cycle more suitable for shift workers.

Your milk. Your life.

◆ Contraindications of Dream Time

- Not recommended for use during pregnancy and breastfeeding
- Not suitable for children under 12 years unless under the supervision of a healthcare professional
- Contains glucose
- Do not use in combination with other sleep inducing medications
- If symptoms persist see your healthcare professional

Dream Time Directions for Use

1 sachet for 1 serve: 20g

Adult dosage: 1 – 2 sachet daily

Recommended to be used 30-40 minutes before bed time.

- Directions for Use:
 - 1) Pour contents of sachet into cup.
 - 2) While stirring, pour 150ml warm water into a cup
 - 3) Leave for 1 minute.
 - 4) Stir briefly before drinking.

Relax and enjoy your natural wonderful sleep milk drinks!

- Pack:
200g (20g x 10 sachets)

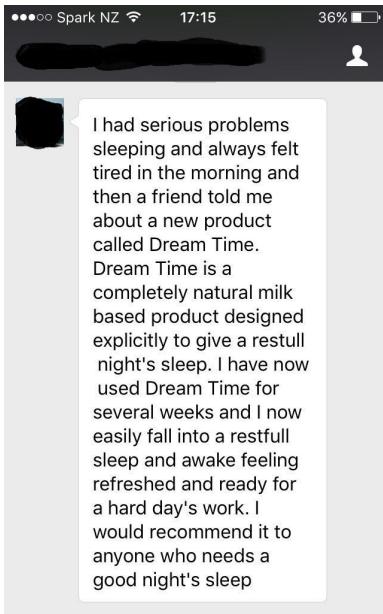


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Dream Time Feedback from Clients



A screenshot of a Facebook post. The post shows a user's profile picture and the text: "What's on your mind?". Below it, another user's comment reads: "I used to always have trouble sleeping but since I have been drinking Dream Time I have such a great quality sleep". At the bottom of the post are "Like" and "Comment" buttons.



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◆ Research Studies for Dream Time Ingredients

- Study 1 Effects of a Bovine Alpha S1-Casein Tryptic Hydrolysate (CTH) on Sleep Disorder in Japanese General Population
- Study 2 Lactium→ Rat Maze
- Study 3 Two-dimensional 1H-NMR and CD structural analysis in a micellar medium of a bovine Alpha S1-casein fragment having benzodiazepine-like properties
- Study 4 Conformational studies of a benzodiazepine-like peptide in SDS micelles by circular dichroism, 1H NMR and molecular dynamics simulation
- Study 5 Characterization of alpha-casozepine, a tryptic peptide from bovine alpha S1-casein with benzodiazepine-like activity
- Study 6 Effects of a tryptic hydrolysate from bovine milk alpha S1-casein on hemodynamic responses in healthy human volunteers facing succidal and physical stress situations
- Study 7A tryptic hydrolysate from bovine milk alpha S1-casein improves sleep in rats subjected to chronic mild stress. (2005)
- Study 8A tryptic hydrolysate from bovine milk alpha S1-casein improves sleep in rats subjected to chronic mild stress. (2006)
- Study 9Ethological comparison of the effects of a bovine alpha S1-casein tryptic hydrolysate and diazepam on the behavior of rats in two models anxiety.
- Study 10 The effect of Lactium→ on biathlete training.
- Study 11Anxiolytic-like effects of the milk protein hydrolysate PRODIET TM F200 in healthy human volunteers
- Study 12Long-term effects of bovine milk alpha S1-casein hydrolysate (PRODIET TM F200) on healthy low and high stress responders.
- Study 13Characterization of alpha-casozepine, a tryptic peptide from bovine alpha S1-casein with benzodiazepine-like activity.
- Study 14Efficacy of alpha S1-casein hydrolysate on stress-related symptoms in women
- Study 15The effect of Trip-to-zen on biathlete training.
- Study 16 Comparison between Lactium→ versus L-Theanine
- Study 17Comparison between Lactium→ versus St. John's Wort and Kava-Kava
- Study 18A Natural & Original slimming solution
- Study 19 Efficacy of Lactium→ on sleep disorders
- Study 20 Burnout: Evaluation of the efficacy and tolerability of TARGET 1 for professional fatigue syndrome (burnout)*
- Application & Analytical Studies



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