



Your health deserves the greatest respect

**Press release  
For immediate distribution**

## **Quiétude: available now in Canada, for stress and minor sleep disorders**

Saint-Bruno-de-Montarville, September 9, 2020 – **Quiétude**, a homeopathic medicine for minor sleeping disorders and stress-related nervousness is now available in Canada, in a 90 tablets format. Marketed by Boiron Laboratories in France and in several other European countries under the brand name Sédatif PC, Quiétude is a solution for Canadian families who wish to choose a different approach to healthcare and self-care.



### **Know how to cope with stress and minor sleeping disorders**

Stress has always been relatively present in our modern society and today, with the new normality brought about by the Covid-19, its frequency in many people is greater and causes some to suffer from minor sleep disturbances. For more than 6 months now, Canadians, like the entire world, have had to deal with the pandemic and its impacts, upsetting their daily routine, which has increased, for some, the level of stress experienced on a daily basis.

In a statement last March, Dr. Hans Henri P. Kluge, the World Health Organization (WHO) Regional Director for Europe, stated that "It is absolutely natural for each of us to feel stress, anxiety, fear and loneliness during this time. At WHO, we consider the consequences of COVID-19 on our mental health and psychological well-being to

be very important. The issue facing each and every one of us is how we manage and react to stressful situations unfolding so rapidly in our lives and communities"<sup>1</sup>

The Canadian Sleep Campaign, Sleep on it, reminds us that "It is normal that the health crisis linked to COVID-19 can lead to stress and anxiety and upsets our sleep. This can affect people of all ages. One of the important functions of sleep is to help maintain both our physical and mental well-being which allows us to cope better with the situation that we are all experiencing."<sup>2</sup>

<sup>1</sup><https://www.euro.who.int/en/about-us/regional-director/statements-and-speeches/2020/statement-physical-and-mental-health-key-to-resilience-during-covid-19-pandemic>

<sup>2</sup> <https://sleeponitcanada.ca/covid-19-2/>

## **Stress and sleep : a vicious circle**

Among the many symptoms that can be attributed to stress, sleep disorders and fatigue are the most recurring complaints. In fact, stress is the cause of half of all sleep disorders and unfortunately, lack of sleep promotes stress.<sup>3</sup>

According to Public Health Agency of Canada data on sleep, 36.3% of adults with insufficient sleep report chronic stress compared to 23.2% of adults with adequate sleep. Canadian adults should get at least 7 to 9 hours of sleep per night for 18 to 64 years old and 7 to 8 hours per night for those 65 years of age and older. Good sleep is part of a healthy lifestyle.<sup>4</sup>

## **Quiétude\*: a solution in case of stress and minors sleeping disorders**

There are many solutions to relieve occasional stress and promote better sleep. Quiétude is a simple solution, with 100% natural-source medicinal ingredients. This homeopathic medicine has proven itself! A consumer survey conducted in European countries on Sédatif PC (Quiétude's brand name in Europe), shows a satisfaction rate of 92% and 88% of buyers would recommend it to a third party.<sup>5</sup>

Quiétude is indicated for minor sleeping disorders such as difficulty falling asleep, nocturnal awakenings and occasional sleeplessness. Quiétude does not cause addiction or drowsiness during the day.

With a suggested retail price of \$16.99, Quiétude is a solution to use, day or night, for Canadian families who wish to choose a different approach to self-care.

For additional information, visit the link: <https://www.boiron.ca/en/medicine/quietude/>

*\*This homeopathic medicine may not be suitable for everyone. Always read and follow the label.*

## **About Boiron and Boiron Canada**

For over 85 years, Boiron, a French pharmaceutical company, has been well known for its high standard for excellence and high quality in homeopathic medicines and has been inviting consumers and healthcare practitioners to discover homeopathy and use it in their daily lives. Today, the Boiron Group has 3 700 employees, 21 subsidiaries and 4 production sites, and its medicines are distributed in 50 countries. For over 30 years, Boiron's Canadian subsidiary, Boiron Canada is proud to provide Canadians its homeopathic medicines, thus preserving their freedom to choose a different approach to healthcare and self-care. For info: <https://www.boiron.ca/en/>

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Source : Boiron Canada

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<sup>3</sup> <https://www.sleepfoundation.org/articles/stress-and-insomnia>

<sup>4</sup> <https://www.canada.ca/content/dam/phac-aspc/documents/services/publications/healthy-living/canadian-adults-getting-enough-sleep-infographic/64-03-18-2136-Sleep-Adults-Infographic-EN-Final-03.05.2019.pdf>

<sup>5</sup> CSA - Observatoire des fondamentaux; Taux moyen des 3 pays France – Brésil – Roumanie – déc. 2015