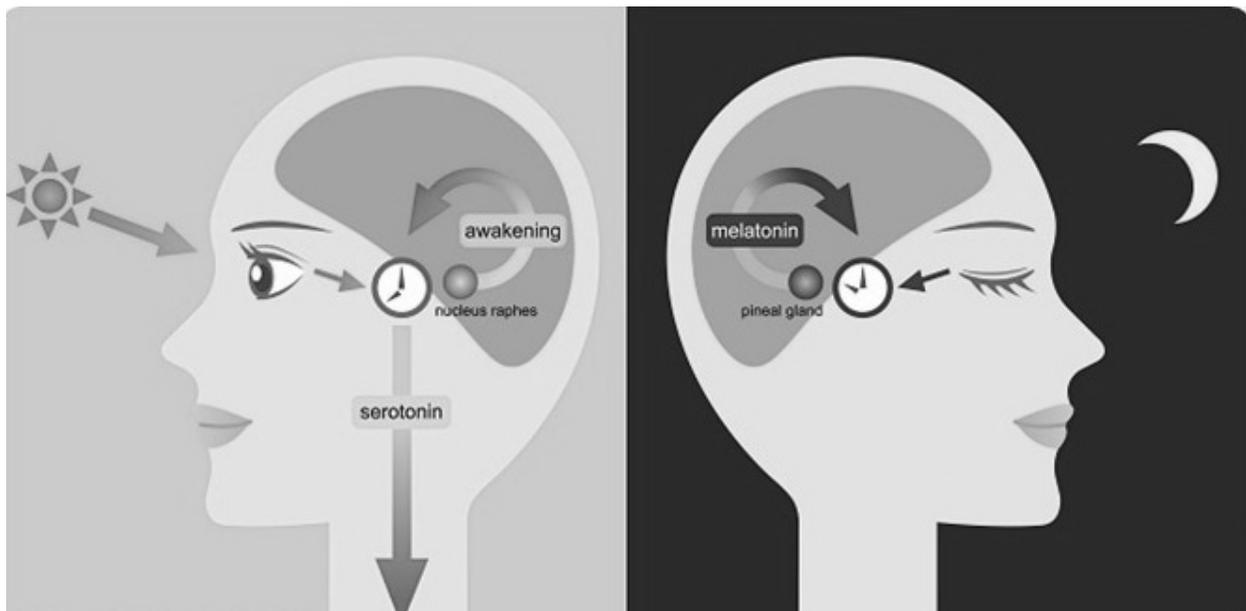
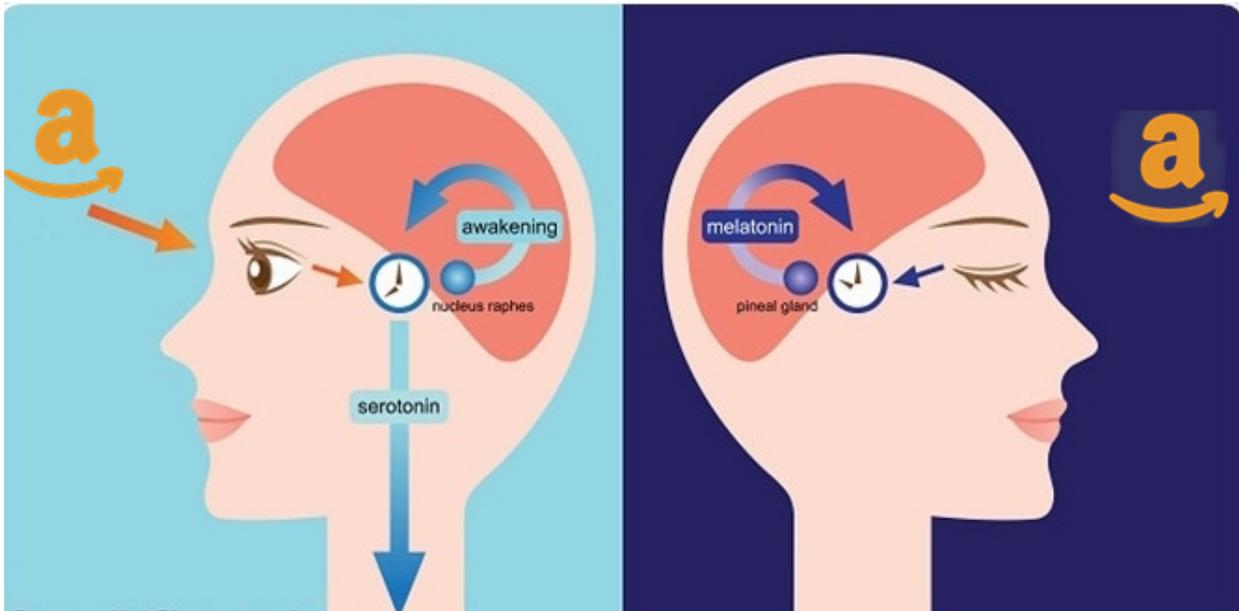


Tend to feel energized and drowsy around the same times every day? You have your circadian rhythm to thank. What is it, exactly? Your circadian rhythm is basically a 24-hour internal clock that is running in the background of your brain and cycles between sleepiness and alertness at regular intervals. It's also known as your sleep/wake cycle.

A part of your hypothalamus (a portion of your brain) and lightness and darkness controls your circadian rhythm. When it's dark at night, your eyes send a signal to the hypothalamus that it's time to feel tired. Your brain, in turn, sends a signal to your body to release melatonin, which makes your body tired.



Tired of being controlled by celestial bodies? Want access to more productive, alert hours in your day? Amazon is proud to announce Amazon Circadia, a new membership level available for only \$25/day.*



Amazon Circadia is an easy-to-use app implanted in your suprachiasmatic nucleus. The app will allow you to manage and adjust your sleep/wake cycle and smooth those annoying swings in metabolic, cardiovascular, temperature, and hormonal processes. User support is available around the clock. Sign up today.

* for an additional \$5/day, Amazon Circadia will seamlessly interface with Ancestry.com's DNA data to help you manage the productive lifecycles of your past, present, and future ancestors.