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**Good
Night**

**Anti-Snoring
Ring**



Recent Coverage of Good Night Anti-Snoring Ring 2013

January 2014



**Good
Night**
Anti-Snoring
Ring
Size Medium

- say Good Night to snoring
hello to great mornings
- ✓ Snore free nights sleep
 - ✓ Worn on the little finger
 - ✓ Twin acupuncture points
 - ✓ No drugs or side effects
 - ✓ Available in 3 sizes

MEDIUM



Thu 19th December

8:30am, Thursday 19 December 2013 Duration: 55 minutes



Following the Daily Mail interest, the Good Night Anti-Snoring Ring and the independent clinical trial was discussed on Lorraine during Prime Viewing time.

800– 900 thousand viewers



Good Night

Anti-Snoring Ring



• Circulation 1,579,289

Anti-snore ring that's given BBC star Rosie silent nights

By Simon Cable

LIVING with a snoring partner can be nothing short of torture.

But former BBC journalist Rosie Millard claims to have found a cure to a problem which plagues millions of couples.

Miss Millard says she was forced to search for a remedy after her husband recently began to snore, preventing her from sleeping.

Rather than use remedies such as nasal strips and mouth sprays the mother of four says she persuaded her husband, 53 year-old TV producer Pip Clothier, to try the Good Night Snoring Ring, which works by applying acupressure to the wearer's finger.

She claims that the £30 silver device fixed the problem almost immediately.

On her website, 47-year old Miss Millard, BBC arts correspondent between 1995 and 2004, said: 'Mr Millard didn't always snore. But recently, it's been a bit noisy chez nous. So, he has



Problem solved: Rosie Millard and husband Pip



tried two things. This is the first. The Good Night Snoring Ring.

'As you can see, the ring has a little dimple on the side, and a sort of shelf on the other side. These are crucial. They are twin acupressure points. Rather like those car-sickness bands which press key positions on the underside of your wrist (and work brilliantly), the snore ring does the same on your finger.

'Thirty minutes before slumber time. The Snorer should

place the ring at the base of his/her little finger with the gap facing upwards. The overall effect is that your partner is suddenly wearing a signet ring. Very posh. If you like this Downton effect, great. If you don't, never mind. Just turn over and go to sleep. You will not be disturbed.

'In the morning, the ring comes off. You must not wear it during the day. Who knew?'

Miss Millard says the problem might also have been alle-

viated by a second measure. Her husband has taken up regular cycling, helping him to lose weight.

Around one in four women and four in ten men are frequent snorers, while half the population is said to snore occasionally. A US study has claimed that snorers are more likely to have a heart attack than smokers or the obese, and the condition could thicken the arteries, leading to brain haemorrhages, strokes and heart attacks.



MailOnline

News

Can this RING stop your partner from snoring? Piece of metal scientifically proven to reduce volume of nighttime noise

- £29.99 Good Night Anti-Snoring Ring promises to end your partner's snores
- Uses acupressure theory on little finger
- Helps throat muscles, reduces sinus swelling and drains nasal cavities
- 85% found snoring reduced or stopped completely after two weeks wear
- Snoring affects 15 million people in UK

By BIANCA LONDON

PUBLISHED: 12:30, 13 December 2013 | UPDATED: 18:30, 14 December 2013

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It's a condition that affects one in fifteen adults - and causes copious arguments - but you could be saying good night to snoring thanks to a new ring.

The Good Night Anti-Snoring Ring claims to be a natural non-invasive way of getting a great night's sleep for you and your partner.

The £29.99 piece of metal uses acupressure theory by applying pressure to specific points on your little finger.

Scroll down for video



© AC Tetra Images/Orbita

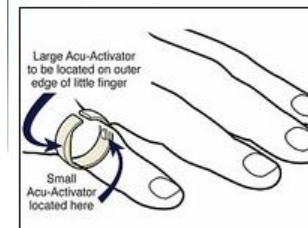
Good night: 15 million people snore in the UK and a new £29.99 ring claims to be a natural non-invasive way of getting a great night's sleep for you and your partner

- Mail Online (50,600,000 million)

It presses on a point either on the side or the base of the little finger between the knuckle and joint - SI2 (Small intestine 2) & HT9 (Heart Meridian 9) - to enable a better flow of energy to these parts of the body.



Can it end your sleeping woes? The £29.99 piece of metal uses acupressure theory by applying pressure to specific points on your little finger



How it works: Worn on your little finger every night for 30 minutes before you sleep and until you wake, it presses on a point either on the side or the base of the little finger between the knuckle and joint





Good Night

Anti-Snoring Ring



MailOnline

News

For a silent night, the £30 ring that promises to stop snoring: Jewellery found to reduce problem in 85% of wearers

- The Good Night ring claims it can use acupressure to provide better sleep
- Chinese technique claims to work by applying pressure to key body parts
- It was developed by former saxophonist Michael Carter-Smith
- Scientist who led clinical trial says it is the first non-invasive device to work

By FIONA MACRAE

PUBLISHED: 00:45, 19 December 2013 | UPDATED: 10:14, 19 December 2013

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Are you in need of a good rest over the festive period? Then this could be the perfect gift to discreetly slip into your other half's Christmas stocking.

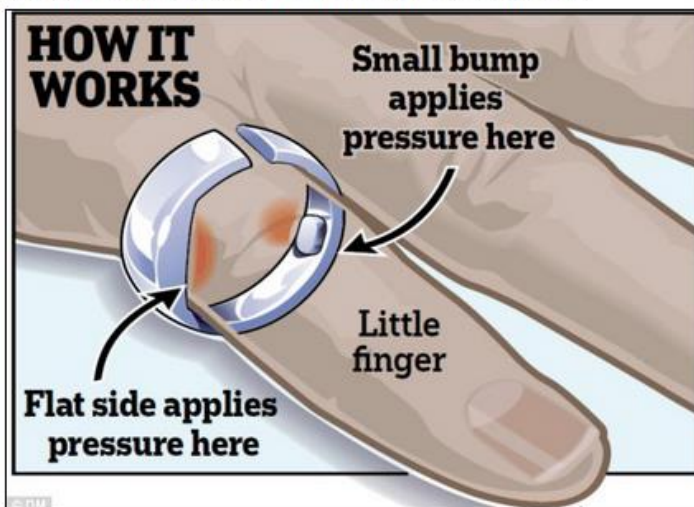
Scientists claim a specially designed ring for the little finger can reduce snoring.

When the £30 ring was tested, it was found to help 85 per cent of wearers who snored less often and less loudly - meaning their partners also got a better night's sleep.

- Mail Online (50,600,000 million)

This is said to open up the nasal passageways and make it easier for wearers to breathe through their nose, rather than snort and snore through their mouth.

In the study, 20 self-confessed snorers underwent a battery of tests as they slept. They were also quizzed about the quality of their sleep.



© DM

Acupressure: The ring is supposed to work by applying pressure to significant points on the body via bumps and flat surfaces.



Easy fix? The ring, which claims to aid sleep by applying pressure to the little finger, is based on principles of Chinese medicine


Good Night

 Anti-Snoring
 Ring

Daily Mail

MONDAY, FEBRUARY 7, 2011

www.dailymail.co.uk

50p

• Circulation 1,579,289

Page 4

For a silent night, the £30 ring that promises to stop snoring

 By **Fiona MacRae**
 Science Correspondent

ARE you in need of a good rest over the festive period? Then this could be the perfect gift to discreetly slip into your other half's Christmas stocking.

Scientists claim a specially designed ring for the little finger can reduce snoring.

When the £30 ring was tested, it was found to help 85 per cent of wearers who snored less often and less loudly - meaning their partners also got a better night's sleep.

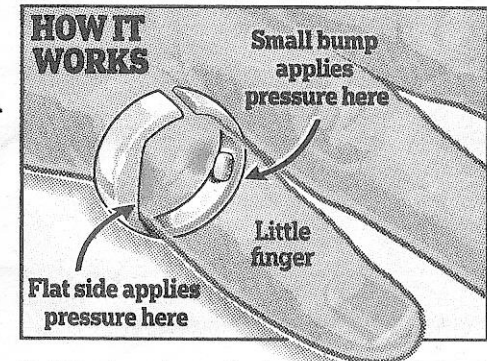
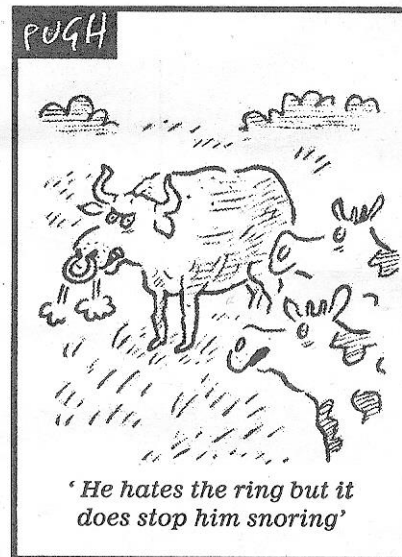
The Good Night ring was invented by Michael Carter-Smith, who was a saxophonist in the 1960s with band Amen Corner.

His silver-plated design is based on the principles of acupressure, an ancient Chinese medicine which holds that the body is studded with pressure points that are connected to different areas and organs of the body through pathways.

Blockages in these pathways can cause ill health but can be eased by activating the correct pressure point, according to the theory.

In the case of the ring, a bump and a flat side on the inside of the band press on points at the base of the little finger. This is said to open up the nasal passageways, making it easier to breathe through the nose, rather than snore through the mouth.

In the study, 20 self-confessed snorers were tested wearing the anti-snoring ring on their



designed and conducted by scientists at testing firm Aspen Clinical research.

Mr Carter-Smith, said that heavy snorers can wear a ring on each little finger, but those with sleep apnoea, when over-relaxation of the muscles in the throat can cause breathing to stop dozens of times during the night, should see their doctor in the first instance.

Simon Merritt, a consultant in respiratory medicine and a member of the executive committee of the British Sleep Society, said: 'I don't see how the ring would work but there is a lot about the body and medicine that we don't understand.'

Instead he recommended snorers try stopping smoking and losing weight.

little finger and again when they put it on their index finger. Wearing the ring on the index finger, which missed the vital pressure points, did nothing to ease snoring. However, 17 of the men slept better when the ring was on their little finger.

Good Night paid for the study but it was





Good Night

Anti-Snoring Ring



Daily Mail

MONDAY, FEBRUARY 7, 2011

www.dailymail.co.uk

50p

Circulation 1,579,289

Daily Mail, Thursday, January 2, 2014

femail MAGAZINE 5

Could a simple ring stop weathergirl Sian Lloyd's husband snoring like a pig?

BEAUTY SLEEP TWO

MY BEDSIDE clock says it is 4am. I'm desperate for sleep but I'm wide awake. And the reason I can't nod off? It's lying right next to me; my lovely husband Jonathan.

Or, more accurately, my lovely husband Jonathan's snores. Tonight, they are worse than they have ever been. We are not talking about cute, Disney snores. What echoes through our house isn't adorable or endearing, like the sound of a sleeping kitten or puppy.

No, it's like having a whole farmyard of angry snails in the bedroom. It could wake the dead — and it certainly won't let me sleep.

Being a wife, a mother and, like so many wives, husbands and partners everywhere, I'm getting no rest at all.

We need a support group, the brave survivors of snoring. I'm tense as a board tonight, but I do have hope.

For as the sleepless months have passed, one thing has kept me sane: the search for a solution. And now, in one of the many desperate internet searches I do in the small hours, I've found something that is so small, but promises so much.

It is an Anti-Snoring Ring, which sufferers wear on their little fingers. Based on the principles of acupuncture, an ancient Chinese medicine, it costs just £30 and is said to reduce the problem in 85 per cent of wearers.

It works through two bumps on the inside of the ring which are said to open nasal passages via pressure points in the fingers, thus making it easier for the wearer to breathe through their nose.

ACCORDING to the advertising, all Jonathan has to do is position it carefully on one of his little fingers and the two pressure points do the rest to help him sleep in peace — and more importantly, let me do the same.

So, can it work? I'm sceptical. While some friends say acupuncture and acupressure have done wonders for them, I can't say I'm a believer. But I am desperate to get a good night's sleep, so I get Jonathan to agree to try the ring.

Jonathan has 18 months. Jonathan has a willing guinea pig. He tried nasal plasters — but they didn't work.



by Sian Lloyd

Then, four years ago, we thought we'd found a solution after Jonathan sprang the most wonderful surprise on me. He waited until I'd headed off on a charity trek to Spain, before checking into a clinic to have an operation that promised to end this once and for ever.

The procedure was called laser-assisted uvulopalatoplasty (LAUP). During the two-part operation, surgeons opened up Jonathan's nasal passages to allow him to breathe better — pretty much for the first time in his life.

Then they did another big tweak designed to cancel out the sound of snoring. Did it work? Yes, for Jonathan had 18 months. Jonathan's breathing was 100 times easier — and still is. In that respect, he says

the operation was worth every penny of the £3,000 cost. And, for 18 blissful months, the snores were gone as well.

But then the snores returned, and for more than two years, our bedroom has turned from a place of bliss to a battleground once more.

One night all was quiet. The next the snoring was back with a vengeance. Jonathan's snores started out sounding like an electric lawn mower on full power.

Then they built up to sound like a jumbo jet taking off. And it has been like that ever since.

So, a few nights before Christmas, Jonathan popped on the ring before bedtime.

Would this be the night, I wondered, when once more I could sleep undisturbed? When I could go to work as an ITV weathergirl without unbearable waves of tiredness hitting me all day?

We hopped into bed, me excited at the prospect of my first



uninterrupted night's sleep for months, he praying that he wouldn't wake up black and blue from me elbowing and kicking him in frustration during the night.

But, we were both disappointed. On the stroke of 4am, the snores came. And they were as bad as ever — as loud and as long. I lay there, knowing the man I loved was getting the sleep he needed. But I was getting none.

We have an old grandfather clock in the hall. It's my nemesis at night.

Sleepless nights: Sian with her husband Jonathan, and (inset and circled) the Anti-Snoring Ring

I hear it chime every hour. In the early hours, it serves as a horrible reminder of the fact that I'm awake. It borders my night. With every chime, I know that's another hour's sleep I didn't get.

Breakfast was a grim affair. And I actually felt sorry for Jonathan as I know he wants us to sit happily together over breakfast without this one cloud on our horizon. I could see in his face his lovely yet irritatingly well-rested face — that he was as upset as I was.

It was too good to be true, we agreed, re-reading the claims in the little instruction booklet and wondering why we could have been so stupid to have even half-fallen for its claims.

The ring was invented by Michael Carter-Smith, saxophonist in the Sixties Band Amen Corner, who had a bit of self-delusion as a musician — sometimes seem a long way off.

THEN we spotted something — the bit about how, exactly, you're supposed to wear the ring.

We read it again. We looked at the ring. And we realised that Jonathan had been wearing it the wrong way around. The pressure points have to be pushed just so.

My desperation was such, Jonathan agreed to give the ring one more go. I was happy all day, full of anticipation. It's amazing how much you crave sleep when it's been denied to you for so long. That night, Jonathan popped the ring on again.

We practically skipped up to bed. We read and re-read the instructions. The ring was on right, Jonathan, as usual, was asleep the moment his head hit the pillow.

I, too, nodded off. And the snoring? I'm almost sure as I write this.

The snoring isn't gone. I'll be honest about that. But it's different. It's muffled. It's as if a giant blanket has been thrown over the jumbo jet and the clutch of angry bantam animals. They're there. But they're further away.

So was not quite camera-ready the following morning. But I wasn't totally wiped out either.

The next night was the same. The ring hasn't changed our lives. It's not given me the sound of silence. But it's helped and maybe this is only the beginning.

Maybe that blanket will get thicker with time. I live in hope.





Good Night

Anti-Snoring Ring



MailOnline



Could a simple ring stop TV weathergirl Sian Lloyd's husband snoring like a pig?

By SIAN LLOYD

PUBLISHED: 22:28, 1 January 2014 | UPDATED: 23:20, 1 January 2014

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My bedside clock says it is 4am. I'm desperate for sleep but I'm wide awake. And the reason I can't nod off? It's lying right next to me: my lovely husband Jonathan.

Or, more accurately, my lovely husband Jonathan's snores.

Tonight, they are worse than they have ever been. We are not talking about cute, Disney snores. What echoes through our house isn't adorable or endearing, like the sound of a sleeping kitten or puppy.

No, it's like having a whole farmyard of angry animals in the bedroom. It could wake the dead — and it certainly won't let me sleep.



Sian Lloyd has been searching for something to help combat her husband Jonathan's snoring and she thinks this ring may be the answer

- Mail Online (50,600,000 million)



Good Night

Anti-Snoring Ring



EXPRESS

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Home > News > Health > Ring which targets pressure points claims to reduce snoring in 85 per cent

Ring which targets pressure points claims to reduce snoring in 85 per cent of people

THIS is what partners fed up of their other halves' snoring have been waiting for.

By: Dion Dassanayake

Published: Thu, December 19, 2013

2 Comments

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Express Online: 3,156,130

We knew our product was the solution to snoring. Now an independent study has proven its effectiveness

Good Night ring creator Michael Carter-Smith

The Good Night ring, which costs £30, was invented by Michael Carter-Smith who was a saxophonist in the 1960s with rock band Amen Corner.

The ring relies on the ancient Chinese acupressure practice, which targets pressure points on the body for medicinal gain.

The Good Night ring was mentioned on ITV show Lorraine today during their paper review, which guest and journalist Eleanor Mills described as "amazing".

The ring's creator Mr Carter-Smith said: "We knew our product was the solution to snoring. Now an independent study has proven its effectiveness."





Good Night

Anti-Snoring Ring



THE Sun

Health • Wellbeing • Fitness



Good Night Anti-Snoring Ring (£30, goodnightsnoring.com): Forget five gold rings between true loves, just one of these could mean a whole lot more.

Using acupressure, the ring seemed to ease both the severity and frequency of aural assaults from the missus.

Although after one particularly heavy Christmas party, the night was not quite so magically silent.



• The Sun 2,409,811

THE STOCKING THRILLER RUSH

IT'S ON! The last-minute stocking-filler rush. You've got the clementines and the socks sorted, but you are probably after something extra that is a little bit different.

Here, **DAVID FIRTH** rounds up some top health and fitness gifts, perfect for bulking up that stocking.

Arkopharma Traveller Stick (£6.15, healthy2u.co.uk): As the name suggests, this essential oil stick is aimed at those who suffer with travel sickness – but it works wonders on a hangover too.

Dab a bit on your temples and under your nostrils and the combo of citrus, peppermint and ginger scents will sort you out in no time. Perfect for this time of year.



Physicool bandage (£14.99, physicool.co.uk): Ideal for the injury-prone sportsperson in your life.

The bandage is soaked in rapidly-evaporating alcohol which helps draw heat out of any twisted or sprained joints. This keeps inflammation to a minimum and will hopefully get the injured party back to the action in no time. This combo

Haramaki body wrap (£22.99, kokoro-japan.co.uk): An ideal stocking filler for those women (or men) who constantly complain they feel chilly.

This insulating band is effectively a snood for your core. The name is from the Japanese term *hara* meaning 'centre of the body' and *maki* meaning 'to wrap up'. My wife loved it – she reckons it's like having a constant cuddle.



Good Night Anti-Snoring Ring (£30, goodnightsnoring.com): Forget five gold rings between true loves, just one of these could mean a whole lot more.

Using acupressure, the ring seemed to ease both the severity and frequency of aural assaults from the missus.

Although after one particularly heavy Christmas party, the night was not quite so magically silent.

Detol With E45 Softness Hand Wash (£2.49, Boots/Tesco): It's always nice to see the family at Christmas but with snotty children and grubby granies around, there are plenty of germs knocking about too.

A bottle of this does the trick – it features Detol's signature bacteria-busting formula plus E45 moisturising. Especially good for those with delicate, dry skin.



Bluebeards Revenge Cooling Moisturiser (£9.99, bluebeards-revenge.co.uk): From shaving specialists Bluebeards Revenge, this is a lovely cream to slip on your face once you have dragged a razor all over it. It soaks in beautifully, has a handy pump-action dispenser and smells like a dream. There's not much to not like. With a skull and crossbones motif on the label, this is the manly face of moisturising.





10 January 2014

HUFFPOST LIFESTYLE
UNITED KINGDOM

• Huffington Post 7,406,947

How To Stop Snoring: £30 Acupressure Ring Claims To Reduce Nightly Noises

The Huffington Post UK | By Poorna Bell
Posted: 20/12/2013 11:46 GMT

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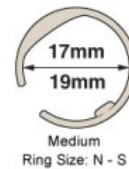
FOLLOW: Health, Sleep, [How To Stop Snoring](#), Sleep Problems, Snoring Prevention, UK Lifestyle News, Acupressure, Snoring, Snoring Remedies, Wellbeing, UK Lifestyle News

It may be a bit of a Homer-Simpson-bowling-ball present but if you're fed up with your other half snoring, this nifty ring could be the perfect Christmas stocking filler.

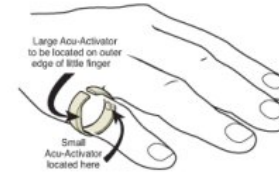
Anti-Snoring Ring (Medium)

A hypo allergenic acupressure ring (medium) to help you to stop snoring. Not sure if it will work for you, read our Frequently Asked Questions. Use our Ring Sizer to find your size. **Medium size is: 17mm - 19mm**

	Europe	UK	USA	Japan
small	9 to 16	J to P	4 3/8 to 7 3/4	8 to 15
medium	13 to 20	N to S	6 1/2 to 9 1/8	13 to 19
large	20 to 29	S to Z	9 1/8 to 12 1/2	19 to 27



Medium Ring Size: N - S



Large Acu-Activator to be located on outer edge of little finger
Small Acu-Activator located here



Good Night

The way the ring works is that the snoring ring has two lumps on either side which apply pressure to two acupoints: SI2 (Small intestine 2) & HT9 (Heart Meridian 9) to enable a better flow of energy to these parts of the body."

While Good Night paid for the study, it was conducted independently by testing firm Aspen Clinical. The lead scientist Danny McCamlie said: "In over 30 years in the industry we have never come across a non-invasive product for the reduction of snoring that has a significant effect, until we tested the Good Night anti-snoring ring."



THE BLAZE

• The Blaze: 21,100,000

HEALTH

COULD PRESSURE ON YOUR PINKY FINGER STOP YOU FROM SNORING?

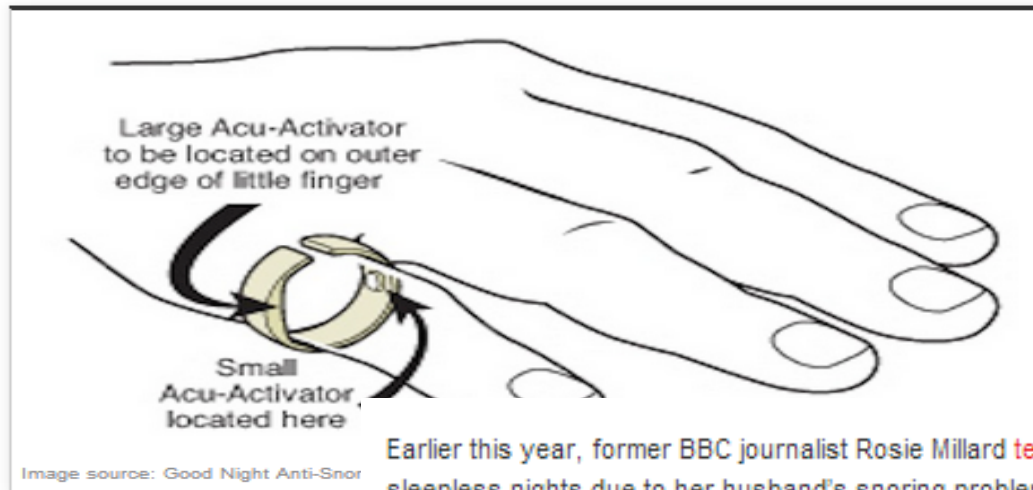
Dec. 19, 2013 9:30pm | Liz Klimas | 40 144 2 0 40

Related: [Video](#)

Most anti-snoring techniques focus on working the nasal passage itself, but a U.K. company targets the treatment to an unusual body part instead: the pinky finger.

By putting pressure at the base of the little finger, the [Good Night Anti-Snoring Ring](#) claims to reduce snoring through the Chinese technique of acupressure.

In its own study this year, Good Night Ring with MORI Research found [68 percent of the ring's users](#) said their snoring had stopped or was reduced.



Earlier this year, former BBC journalist Rosie Millard [tested out the device](#) after suffering sleepless nights due to her husband's snoring problem.

The Good Night Ring website also U.K. investigating the acupressur snored showed improvement with

"It works! Actually it really does. I've stopped being woken up, furious, at 4 a.m.," Millard [wrote on her blog](#).



WISHESH

Friday 10, Jan, 2014

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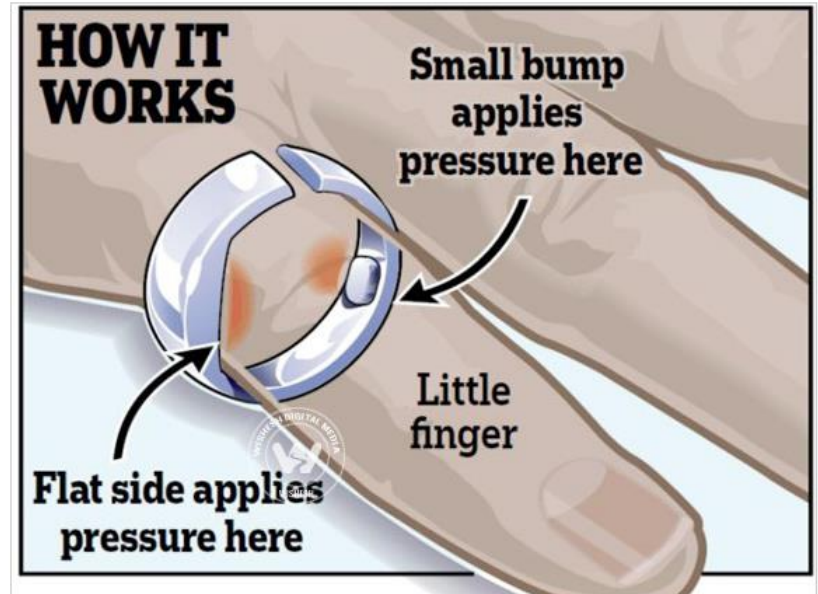
Home > Technology > Sci-Tech > The Good Night Ring That Stops Snoring

The Good Night ring that stops snoring

December 19, 2013 03:14 PM



Anthony Burgess has truly said: "Laugh and the world laughs with you, snore a



- Wishesh Online, a growing online news platform for the Indian Community

Truly a heaven-sent device, isn't it?

'an ancient Chinese medicine which holds that the body is id to different areas and organs of the body through pathways can cause ill health but can be eased by activating the correct

pressure point, according to the theory.'



+Health

India gets healthy!

India Health Online
Viewership: 14 million

[Home](#) > [News](#) > [The Good Night ring to end snoring?](#)

The Good Night ring to end snoring?

Editorial Team December 22, 2013 at 11:14 am

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+1 { 0

0 Comments



“The Good Night ring to end snoring?”



A ring has been invented by Michael Carter-Smith – a saxophonist in the 1960s with rock band Amen Corner – and who claims that it targets pressure points on one’s finger, and cuts snoring in 85 per cent of people. The Good Night ring, which costs 30 pounds, relies on the ancient Chinese acupressure practice that targets pressure points on the body for medicinal gain, the Daily Express reported.

Two bumps on the inside of the ring press on pressure points at the base of one’s little finger, which then open up nasal passageways and makes it easier for those wearing the ring to breathe through their nose. An independent study that was conducted by research firm Aspen



• Following the success of Phase 2 of our strategy achieving both **Lorraine** and **Kiss Radio (1.6 million)**, we will continue to target Radio stations including LBC, Radio 2, BBC Health Check and Heart in the following weeks.

• As a part of Phase 2 we will continue to target Nationals, high circulation regionals, and other publications including Churchill Retirement Magazine (circ: 57,000) which is featuring Good Night Anti-Snoring Ring in March.





Happy Valentines Day – With Love From Good Night Anti Snoring Ring

Following the successes of the independent clinical study, we have put together a creative **Valentine's mail shot** for top Health and Feature National Journalists.



The creative mailer includes information on the clinical study, Good Night Anti Snoring Ring samples in a heart shaped ring box and branded valentines chocolates. The message that we are driving is, “Bring the romance back to your relationship by stopping snoring”. We will be using the clinical study to back up the creative mailer driving further national coverage in February.

Targeted titles below:



THE
Sun

DAILY
Mirror

THE  **TIMES**

DAILY  **EXPRESS**
THE WORLD'S GREATEST NEWSPAPER

THE 
INDEPENDENT


Stop Snoring Week 28th April – 3rd May 2014
**NATIONAL
STOP SNORING**

We have set up media briefings with top national long lead and short lead consumer journalists to target coverage for National **Stop Snoring Week** in April 2014.

Teaming up with a Medical Expert from Aspen Clinical who undertook the independent clinical trial, individual media briefings will be a great way to push the message forward of the effectiveness of the Good Night Anti-Snoring Ring. Example targeted titles below for anticipated coverage.

Good Housekeeping
**Take
aBreak**
**Health
& Fitness**
Woman's Own
chat
Women's Health
Zest
 magazine

Men's Health




Academic publications, Medical Websites & Blogs

As per Phase 3 of our strategy we are continuing to contact Medical Blogs, Websites and journals with the independent clinical study statistics. We have already had successes with the likes of health.india.com (Viewership: 14 million)

This is to further the message that the Good Night Anti-Snoring Ring is **clinically proven** to be effective thanks to the *independent* clinical trial. Targeted titles include:



PULSE



M
Medscape

THE LANCET





Aspen Clinical Research

You can trust in our experience and ability to create bespoke studies to suit individual clients needs.

Aspen Clinical Research has offices in 3 locations. The UK, USA West Coast and USA East Coast. Our professional teams are here to help you with your testing needs and are able to substantiate claims for worldwide markets.

www.aspenclinical.com
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