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FOR IMMEDIATE RELEASE

Travel Smarter, Prevent Jet Lag with TrueDark™ Eyewear

TrueDark's premium "junk light" blocking eyewear helps travelers manage their light exposure so that they can sleep, feel and perform better on the road.

SEATTLE, February 18, 2019 – There are many positive reasons to travel – such as relaxation, learning, expanding your perspective, and challenging yourself. But good for the soul doesn't always mean good for the mind and body. Travelers that quickly cross time zones often experience jet lag – a physiological condition that results from disruptions to one's circadian rhythm (or body clock). In other words, your mind and body get confused and don't know what time it is, which then impedes on health, productivity and enjoyment while traveling.

Flying is a very efficient way to travel because it allows you to cross multiple time zones very quickly. However, the downside is that the more time zones you cross, the more severe your symptoms of jet lag may become. Potential symptoms may include but are not limited to insomnia, fatigue, drowsiness, irritability, lethargy, upset stomach and diarrhea.

One of the most effective ways to prevent jet lag is to manage your exposure to light. [TrueDark Twilight glasses](#) are uniquely designed to block up to 100% of [blue](#), [green](#) and [violet light](#) -- wavelengths that disrupt sleep. As soon as you put TrueDark Twilights on, you essentially black out your vision, which [signals to your brain](#) that it's dark outside, and thus, time to go to bed.

Travelers can use TrueDark Twilights throughout airport terminals and on airplanes, which are typically flooded with artificial LED and fluorescent light sources that promote wakefulness. Whether you're traveling for professional or personal reasons, TrueDark Twilight junk light blocking glasses are a powerful tool for preventing jet lag. If you sleep better while crossing time zones, you'll feel and perform better too.

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About TrueDark

TrueDark® is a wellness technology brand that empowers people to leverage healthy light for healthier living. Founded in 2016 by [Dave Asprey](#), the creator of Bulletproof Coffee and the Bulletproof diet, TrueDark has quickly grown from a small startup to an established brand that is on a mission to help people optimize and leverage the light in their environment so that they can sleep, feel, and live better every day.