



**Natrol® Melatonin, #1 Selling Melatonin Brand in America,
Rallies Moms to Own Their Sleep During Back-to-School Chaos**

**Natrol Introduces New Liquid Melatonin to Support Mom's Sleep
During Back-to-School Transition**

CHATSWORTH, Calif., Aug. 16, 2016 /PRNewswire/ -- School is back in session and that means busy, packed schedules with early mornings and late nights for moms. Natrol, one of the nation's leading manufacturers of vitamins and supplements and the #1 selling melatonin brand in America*, doesn't want the back-to-school chaos to keep mom up all night. Natrol introduces Natrol 5mg Liquid Melatonin, a concentrated liquid, to help support sleep during the back-to-school transition. Natrol Melatonin is a 100 percent drug-free and non-habit forming option to help parents fall asleep faster, stay asleep longer and wake up more refreshed.

Changing routines for the whole family during back-to-school time can cause disruptions in sleep-wake cycles and wreak havoc on mom's quality of sleep caused from stress. Let's face it, there is a lot more going on – from rebalancing work schedules, coordinating carpools, packing lunches and new extra-curricular activities.

"Back-to-school is always focused on children, but we forget how hard it can be on moms. There is more planning involved and things to do in a day. Mom's health, including sleep, tends to take a back seat so she can focus on her family's needs," said Richard Yoder, Vice President of Marketing, Natrol.

"Natrol Melatonin can help you take control of your night's rest and reset your sleep cycle; something many parents may be searching for during the disruptive back-to-school time," shares Shannon Wright, Master of Science in Nutritional Sciences and wellness expert with Natrol.

More than a third of American adults – 83.6 million people – are falling short on sleep according to the Centers for Disease Control (CDC). The National Sleep Foundation reports 64 percent of adults frequently suffer from sleep problems, with higher rates for women and people 65 and over. The CDC links less than 7 hours of shut eye with an increased risk of diabetes, heart disease, cancer, mental distress and obesity.**

Natrol offers melatonin in several forms including fast dissolve, time release, and newly debuted liquid concentrate form. Natrol 5mg Liquid Melatonin, requires no water and is in a convenient travel size.

Natrol Melatonin is #1 selling melatonin brand in America and is available at most drug and grocery stores; specialty food and club retailers, online retailers and www.natrol.com.

To further help moms get the sleep they need, Natrol will be providing useful tips and sleep education on their social channels and a "What is Healthy Sleep" [infographic](#) and [healthy sleep video](#) are also available.

About Natrol, LLC:

Natrol, LLC is one of the nation's leading manufacturers of vitamins and supplements. Established in 1980, Natrol produces quality vitamins and supplements including herbs and botanicals, multivitamins, specialty and sports nutrition to help consumers proactively manage and maintain good health. The Natrol family of brands includes Natrol, MRI, PROLAB, Laci Le Beau, NuHair, and Shen Min. Products are available in health food retailers and other online retailers. Natrol distributes products nationally as well as internationally in over 50 countries. Visit www.Natrol.com for more information.