

Vitamin D Email -- Onboarding “Wow” Sequence

For Nutrient Insider

COPY ANGLE/TOPIC: This is part of an onboarding sequence. We wanted to set the tone that we have exciting information worth reading, and that we provide editorial value, it's not just about selling products.

AUDIENCE: New customers and subscribers

Subject: Is vitamin D the reason you can't sleep at night?

Body:



If you're taking vitamin D and have trouble sleeping, then listen to this incredible story I heard from a colleague.

My colleague had a patient we'll call Stephen. **And Stephen had a strange problem -- he suddenly stopped sleeping.** But even though he stopped sleeping, he didn't feel tired! In fact, Stephen functioned normally, and he could work longer hours than ever before.

So what was the problem?

Well, after awhile, Stephen noticed he wasn't looking so great. He had dark circles under his eyes. Something felt off.

And as a doctor, that didn't surprise me at all. Adequate sleep is critical for your health and well-being. In fact, decades of research shows that sleep loss (less than 7 hours per night) is linked to obesity, diabetes and impaired glucose tolerance, heart disease, hypertension, anxiety, and depression

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Sleep loss also causes tragic errors in judgment, from deadly car crashes we see on the evening news to catastrophes like the space shuttle *Challenger* explosion. According to a 1988 report, managers

¹ <https://www.ncbi.nlm.nih.gov/books/NBK19961/>

involved in the shuttle launch had been on duty since 1 a.m. the morning of the explosion, and only had two hours of sleep.²

Sleep is *that* serious, so Stephen was right to be worried. To figure out what was causing Stephen's insomnia, his doctor started with some standard lab work.

And when his doctor saw the results, he was stunned.

Stephen's vitamin D level came in at 120 ng/ml -- that's almost *twice as high* as a normal, healthy level of vitamin D!

Stephen's high level of vitamin D explained his burst of energy. However, his energy levels were *too high*, so he couldn't sleep. The solution was for Stephen to cut back on how much vitamin D he was taking, from 10,000 IU daily to 5,000 IU daily. That's the recommended amount for most people, unless your doctor has told you otherwise.

Stephen's story is unusual, because most people are on the opposite end of the spectrum -- they don't take *enough* vitamin D. And get this: *too little* vitamin D can *also cause insomnia!*

Yes, that's right. If you can't sleep and you aren't taking 5,000 IU of vitamin D daily, you may have a vitamin D deficiency that keeps you up at night.

Here's why:

People who are deficient in vitamin D can suffer from insomnia because their low energy during the day messes up their sleep rhythms at night.

But when they start taking vitamin D, they get back their energy during the day, and they sleep better at night. So if you're lacking energy and not sleeping well, you may want to start taking 5,000 IU daily of vitamin D.

By the way, here's another important tip about taking vitamin D: Take it at the right time of day.

If you're taking vitamin D before you go to bed, it might be giving you an energy boost that's making it hard to sleep. This is easy to fix. All you need to do is take your vitamin D when you wake up in the morning.

So, if you have trouble sleeping, make sure you're taking the right amount of vitamin D at the right time of day. And be sure to take a high-quality, naturally sourced 5,000 IU vitamin D, [like this one I recommend to my patients](#).

Your insider for better health,

² <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2517096/>

A handwritten signature in black ink that reads "Steve Kroening". The signature is written in a cursive style with a large, stylized 'S' and 'K'.

Steve Kroening

Sources:

Journal of Cardiovascular Pharmacology, June 7, 2010.

"American Journal of Hypertension"; Oral L-Citrulline Supplementation Attenuates Blood Pressure Response to Cold Pressor Test in Young Men; A Figueroa, et al.; 2009.