

*The Acurest newsletter will keep you up to date with the latest developments in the research and treatment of sleep apnea and will provide you with hints and tips to help you continue with your CPAP therapy.*

## Acurest News:

### **A Custom-made Mask now Custom-made to Fit Your Budget!**

For some time now, our retail partners and potential clients have loved everything about the TrueFIT™ Custom Mask, except the price.

We believe that the TrueFIT™ (a CPAP mask that is comfortable, EASY to use and provides great therapy every night for about three years) is worth every penny. But times are tough, and we all value our health and sleep differently, I guess.



So to make it easier for people to consider our mask, we are pleased to

announce that we can now offer .....

### **flexible interest-free payment plans!**

That's right, no interest, and as flexible as you like. Want to pay your mask off at \$50 per fortnight to coincide with your pay? – No problem. Is the first day of each month ideal for you? – No problem. Want to make a small payment each week? - Great.

The conditions are that you need to pay a deposit (of around \$500) when you order your mask and the balance must be paid off within a year. Other than

that, we will happily sign up to a payment plan that suits your needs and budget.

Acurest has signed up a third party to collect the payments, a service they provide for a small fee for each transaction. For more information, please visit our website ([www.acurest.com.au](http://www.acurest.com.au)) or give us a call.

### **ASA Conference – Acurest Goes to Christchurch, NZ in October**

The Australasian Sleep Association (ASA) is holding its annual conference in Christchurch in late October this year. Key Acurest staff usually make the trip to keep abreast of the latest research and innovations in the industry. This year we are having a trade stand where we will demonstrate the TrueFIT™ Custom Mask in front of the whole industry.

The recent earthquake does not appear to have caused an immediate problem for the conference organisers. The Christchurch Convention Centre is still standing and is expected to host a 1,000 person dinner in the week after the quake. Here's hoping that there are no serious aftershocks.

## Sleep Facts

### **Are you tired or bored? Why do we yawn?**

The truth is that we don't completely understand why people, or animals for that matter, yawn. The best scientific explanation currently is that yawning (a deep inhaled and exhaled breath) is an involuntary respiratory reflex, which regulates the carbon dioxide and oxygen levels in the blood.

When we're tired or bored breathing is shallow. A yawn increases alertness, as the sudden intake of oxygen increases the heart rate, rids the lungs and the bloodstream of excess carbon dioxide, and forces oxygen through blood vessels in the brain, while restoring normal breathing and ventilating the lungs.

This explanation is okay, but seems to be at odds with other findings which report no link between blood oxygen concentration and yawning. And it also doesn't explain why is yawning contagious? And why foetuses yawn while in the womb?

Yawning also seems to be more prevalent in people with lower brainstem injuries and multiple sclerosis – why would this be?

Maybe it's just the muscles in the jaw and upper airway enjoying a stretch as other muscle groups do?

Whatever the reason, yawning seems to do no harm (that is unless you yawn while your boss or partner is speaking to you....).

## Upcoming 2010 Interstate Visits

Acurest will be visiting the following locations for TrueFIT™ Custom Mask consultations and mouldings. See [www.acurest.com.au](http://www.acurest.com.au) for the full 2010 schedule and contact [info@acurest.com.au](mailto:info@acurest.com.au) to make your booking.

**Sydney** 29 Sept. – 1 October **Melbourne:** 10 - 12 November **Perth:** 30 Nov. - 2 December

## Interesting research about CPAP and Sleep Apnea:

### The Quest for a Sleep Apnea Pill

An increasing number of drug trials are underway with a focus on sleep apnea. It seems that the market potential of a pharmacological treatment for the condition has spurred some drug companies into action. There are few genuinely “new” drugs being trialled – most are existing drugs which are being shown to have some effect on sleep apnea. For example, Topamax (an epilepsy drug sold by J&J) used in conjunction with a weight loss drug is showing some reduction in AHI. Similarly, a combination of Prozac and Zofran also seems to reduce AHI by 40-50%. The mechanism for the effects of these drugs is not fully understood, and it may be that they work by suppressing REM sleep rather than any direct treatment, in which case they may cause other problems.

In terms of a pill that simply “cures” or completely treats sleep apnea....sorry folks, not yet. But as the impact of sleep apnea becomes clearer, medical insurers (particularly in the USA) will be on the lookout for cost-effective treatments. And we can expect drug companies to be increasingly interested in this condition as the potential financial returns grow.

### Dentists and Sleep Apnea

For some time, dentists have been getting interested in sleep apnea. There is good reason for this, just as there is good reason for the whole medical community to take more notice of the condition. But there are also a few potential problems.

Dentists are medically trained professionals who specialise in the teeth, gums and mouth. And dentists see some patients more often than those patients see a doctor, so it makes good sense for these medical

professionals to be on the lookout for the health of their patients.

I remember living in the US a few years ago, where a visit to the dentist involved a blood pressure check, a basic examination and a few medical questions. And why not? My US dentist insisted that this was good practice, but I suspect that someone had a heart attack after leaving their dentist’s office and the dentist was sued for failing in their duty of care.

There are a number of new devices which are being employed by dentists to “diagnose” sleep apnea during routine dentist visits. There is some thinking among sleep professionals that only an overnight polysomnography (sleep study) will give a complete and accurate diagnosis. But the problem is not that simple.

As awareness of sleep apnea grows, we need more and more sleep studies. But the growth in sleep clinics is not keeping pace with demand. According to Dr David Hillman, past President of the Australasian Sleep Association, sleep clinics could not cope with the 70,000 sleep studies required in 2009 and would have little chance of growing to the 100,000 required by 2011. We either need to build a lot more sleep clinics quickly or accept that there are other means for diagnosis. Increasingly, dentists are at the forefront of this effort.

Some sleep specialists are resisting this change in the belief that only doctors with specialty training in the respiratory system can properly diagnose and treat sleep apnea. However, separating the “good medical sense” from the “good business sense” in this argument is difficult. -level Needless to say high level discussions are underway to resolve the issues and to plot the way forward. Smiles all round!!!

We hope you found this edition of sleep.energy.life an interesting and informative read. We’d love to hear your feedback on the newsletter. Simply email us at [info@acurest.com.au](mailto:info@acurest.com.au)

Unit 53 South Pine Central  
302 South Pine Road Brendale QLD 4500  
Ph 07 3205 8323 [info@acurest.com.au](mailto:info@acurest.com.au)  
[www.acurest.com.au](http://www.acurest.com.au)

