



## Media Release

### January 12, 2022

## Jennifer Aniston partners with Idorsia U.S. to launch 'Seize the Night & Day' campaign inspiring Americans to understand their relationship with sleep

- Jennifer reveals for the first time her sleep story spanning many years of challenges and how she has learned to make sleep a priority to have both better nights and days
- National education campaign provides a beacon of hope by shining a light on the approximately 25 million adults in the US living with insomnia
- Campaign provides educational resources to help people and healthcare providers understand insomnia's dual impact that affects both nights and days

### **Allschwil, Switzerland & Radnor, PA, US – January 12, 2022**

Idorsia Ltd (SIX: IDIA) and Idorsia Pharmaceuticals, US Inc. today announced its partnership with award-winning actor and director/producer Jennifer Aniston to launch [Seize the Night & Day](#), an integrated educational campaign aimed at revealing insomnia's dual impact that affects both nights and days. The national initiative sheds light on the reality of insomnia for the millions of Americans living with this very real, but often overlooked medical condition. Idorsia and Jen have forged a multi-year collaboration with the shared goal of informing, inspiring and empowering people to take the first steps towards quality sleep through education, actionable information and community support.

Jen, for the first time, is sharing her very personal sleep story and the impact that sleep issues have had on both her nights and days. Her goal is to help those who aren't getting the quality sleep they deserve better understand that they're not alone when it comes to trouble sleeping.

Sleep, nutrition and physical activity comprise the three pillars of health. Sleep is often overshadowed by diet and exercise, however its impact on people is becoming better understood. Insomnia is the most prevalent sleep disorder in the US, affecting approximately 25 million adults.<sup>1</sup> Lack of quality sleep can impair people's daily lives, including the ability to concentrate, mood and energy levels.<sup>2</sup> In the long-term, insomnia is associated with an increased risk of numerous serious health conditions, such as psychiatric disorders, cardiovascular disease, type 2 diabetes, substance abuse and dementia.<sup>3, 4, 5</sup>

### **Jennifer Aniston commented:**

"My challenges with sleep began many years ago – so it's such a priority for my overall health. If I don't get a good night's sleep, my next day is really difficult. In working with Idorsia, I hope that we can all start prioritizing sleep health and have different conversations around trouble sleeping."

Visit ['Seize the Night & Day'](#) to hear more about Jen's sleep story

As part of the campaign, Jen will be featured in digital and television advertising that brings to life how people are not themselves when they don't get quality sleep. Additionally, the campaign has online educational resources that explore the science behind insomnia and its dual impact that affects both nights and days; tips to get a better night's rest and creating a sleep routine; and a community forum where people can connect with others to share positive sleep affirmations.



### **Patricia Torr, President and General Manager of Idorsia US commented:**

“Seize the Night & Day exemplifies Idorsia’s commitment to providing people living with insomnia the information they need to take the first step in improving their sleep. Jen is a natural partner for the campaign as she has had trouble sleeping for many years. We share a unified vision of helping others understand how insomnia’s dual impact affects both nights and days and the importance of quality sleep.”

To learn more about [#SeizetheNightandDay](#) visit the [consumer](#) and [HCP](#) websites and follow the conversation on [Twitter](#), [Facebook](#), [Instagram](#) and [LinkedIn](#).

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## **Notes to the editor**

### **About Jen Aniston’s Sleep Story**

Jen Aniston has had trouble sleeping for nearly 20 years and knows first-hand how important it is to make sleep health a priority. Over the years, she’s learned the importance of quality sleep and creating good sleep habits. Jen wants to inspire others who have trouble sleeping to prioritize their sleep health and encourage them to get educated on how trouble sleeping can impact not only their nights, but their days too. Most importantly, she wants people to remember that they are not alone. Through Seize the Night & Day, Jen is able to help provide people with trouble sleeping the necessary educational resources and tools to ensure they too have rested nights and refreshed days.

### **About Insomnia**

Insomnia is defined as a combination of difficulty obtaining sufficient sleep and dissatisfaction with sleep combined with a significant negative impact on daytime functioning. Insomnia disorder is defined as difficulty initiating and/or maintaining sleep on at least three nights per week for at least three months, despite adequate opportunity to sleep.

Insomnia is a condition of overactive brain activity during sleep, and studies have shown that areas of the brain associated with wakefulness remain more active during sleep in patients with insomnia.

Significant insomnia is a common problem with a prevalence of approximately 10%. On this basis, and assuming a US adult population of around 250 million, there are approximately 25 million adults in the US living with insomnia.

Insomnia as a chronic disorder is different from a brief period of poor sleep, and it can take its toll on both physical and mental health. It can be a persistent condition with a negative impact on daytime functioning. Idorsia’s research has shown that poor-quality sleep can affect many aspects of daily life, including the ability to concentrate, mood, and energy levels.

The goals of managing insomnia are to improve sleep quality and quantity, as well as daytime functioning. Current recommended treatment of insomnia includes sleep hygiene recommendations, cognitive behavioral therapy, and pharmacotherapy.

### **References**

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3. Olfson M, Wall M, Liu SM, Morin CM, Blanco C. Insomnia and Impaired Quality of Life in the United States. *J Clin Psychiatry*. 2018 Sep 11;79(5):17m12020. doi: 10.4088/JCP.17m12020.
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### **About Idorsia US**

Idorsia US, an affiliate of Idorsia, is reaching out for more – we have more ideas, we see more opportunities, and we want to help more patients. To achieve this, we will help develop Idorsia into a leading biopharmaceutical company, with a strong scientific core. With commercial operations based outside of Philadelphia, PA, one of densest communities of life sciences talent in the world, we are helping to realize the company’s ambition of bringing innovative medicines from bench to bedside. Our goal is to build a commercial footprint that will deliver Idorsia’s deep pipeline of products from its R&D engine to the US market – with the potential to change the lives of many patients.



### About Idorsia

Idorsia Ltd is reaching out for more – We have more ideas, we see more opportunities and we want to help more patients. In order to achieve this, we will develop Idorsia into a leading biopharmaceutical company, with a strong scientific core.

Headquartered near Basel, Switzerland – a European biotech-hub – Idorsia is specialized in the discovery, development and commercialization of small molecules to transform the horizon of therapeutic options. Idorsia has a broad portfolio of innovative drugs in the pipeline, an experienced team of professionals covering all disciplines from bench to bedside, state-of-the-art facilities, and a strong balance sheet – the ideal constellation to translate R&D efforts into business success.

Idorsia was listed on the SIX Swiss Exchange (ticker symbol: IDIA) in June 2017 and has over 1'000 highly qualified specialists dedicated to realizing our ambitious targets.

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