# Experts warn against viral TikTok sleep hacks amid rising health concerns



Social media platforms have become a veritable treasure trove of hacks promising to enhance sleep quality, appealing to both the curious and the desperate. With everything from melatonin supplements and bizarre practices like mouth taping to more conventional tips, users are inundated with advice that runs the gamut from the sensible to the utterly questionable. In a recent conversation, anti-viral columnist Donna Lu examined these viral sleep hacks, particularly their effectiveness and the potential risks involved.

One popular trend, known as ‘sleepmaxxing,’ has taken social media by storm, with enthusiasts exploring a myriad of strategies to perfect their rest. Tactics linked to this movement include utilising sleep masks, aromatherapy, and even the increasingly debated practice of mouth taping. Experts, however, caution against many of these methods, noting that they often lack substantial scientific backing and can sometimes pose health risks. According to health professionals, approaches grounded in sound sleep hygiene—such as maintaining a dark, cool room, and creating a consistent sleep schedule—are far more likely to lead to meaningful improvements in sleep quality.

Among the myriad of recommendations circulating online, some methods have garnered attention for their potential benefits. The 4-7-8 breathing technique is often heralded as a simple, effective way to calm the mind and body, while foods like kiwis or a light snack before bedtime are suggested to help stabilise blood sugar levels throughout the night. Yet, critics argue that many TikTok trends lack the rigour of scientific testing. A glance at medical advice reveals that while some practices—like limiting screen time—align with established knowledge, others, including mouth taping and various supplements, may be unnecessary or even dangerous.

In exploring TikTok’s landscape of sleep tips, one finds an eclectic mix of creativity and misinformation. For example, the 'Sleepy Girl Mocktail,' a blend of cherry juice and magnesium, has been touted for its calming effects, even as the scientific community remains sceptical about such concoctions. Additionally, softer methods, including using pink noise to create an optimal auditory environment, have shown promise, akin to white noise but potentially more effective in promoting deeper sleep.

The American Academy of Sleep Medicine has noted a concerning trend amid these viral hacks: over 40% of individuals reported experimenting with unverified methods to enhance their rest. While it's clear that some users engage with these trends in jest, others earnestly seek solutions to insomnia or disrupted sleep. Experts strongly advocate for addressing genuine sleep issues through scientifically validated strategies rather than relying on viral trends that often lack credibility. Ultimately, while the allure of quick fixes is enticing, a foundational understanding of sleep health—rooted in research and expert guidance—remains imperative for lasting improvement.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.theguardian.com/australia-news/audio/2025/jun/03/why-tiktok-wont-help-you-sleep-full-story-podcast), [[4]](https://us.neomwellbeing.com/blogs/news/tiktoks-most-popular-sleep-hacks)
* Paragraph 2 – [[2]](https://time.com/7269178/what-is-sleepmaxxing-sleep-doctors/), [[5]](https://www.healthline.com/health-news/sleepmaxxing-tiktok-trend)
* Paragraph 3 – [[3]](https://www.t3.com/news/5-viral-tiktok-hacks-to-help-you-fall-asleep-faster), [[6]](https://aasm.org/viral-tiktok-trends-are-not-the-answer-for-better-sleep)
* Paragraph 4 – [[7]](https://www.mamamia.com.au/tiktok-hacks-for-sleep/)

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## Bibliography

1. <https://www.theguardian.com/australia-news/audio/2025/jun/03/why-tiktok-wont-help-you-sleep-full-story-podcast> - Please view link - unable to able to access data
2. <https://time.com/7269178/what-is-sleepmaxxing-sleep-doctors/> - This article discusses the 'sleepmaxxing' trend on social media, where individuals adopt various hacks—such as using supplements, sleep masks, or mouth taping—to optimise sleep quality and duration. Medical experts caution that some practices lack scientific support and may be ineffective or even harmful. Doctors advise focusing on proven strategies: maintaining a cool, dark, and quiet sleep environment, minimising screen time before bed, and establishing consistent sleep routines. Tactics like eating kiwis before bed, using white noise machines, and not using an alarm may have limited or inconsistent benefits. Supplements like melatonin and magnesium are not broadly recommended unless medically indicated. Mouth taping is discouraged due to potential health risks. Experts also warn that over-reliance on sleep tracking devices and an obsessive fixation on perfect sleep—dubbed 'orthosomnia'—can backfire and worsen sleep quality. Ultimately, doctors stress that sleep should be approached naturally and that persistent issues should be addressed with medical guidance rather than internet trends. ([time.com](https://time.com/7269178/what-is-sleepmaxxing-sleep-doctors/?utm_source=openai))
3. <https://www.t3.com/news/5-viral-tiktok-hacks-to-help-you-fall-asleep-faster> - This article explores five viral TikTok hacks aimed at improving sleep quality. The first hack involves the 4-7-8 breathing technique, which is said to help calm the body and lower heart rate, potentially aiding in falling asleep faster. Another tip suggests consuming a snack before bed, such as cheese and honey, to prevent waking up in the middle of the night due to low glucose levels. The third hack recommends using breathing techniques to slow the heart rate, with the 4-7-8 method being highlighted. The fourth tip advises eating a snack before bed to prevent waking up in the early hours, with cheese and honey being suggested. The fifth hack emphasises limiting light exposure in the bedroom, as light from screens can affect melatonin production and circadian rhythm. ([t3.com](https://www.t3.com/news/5-viral-tiktok-hacks-to-help-you-fall-asleep-faster?utm_source=openai))
4. <https://us.neomwellbeing.com/blogs/news/tiktoks-most-popular-sleep-hacks> - This article discusses eight of TikTok's top trending sleep hacks. The first hack is the 4-7-8 breathwork technique, which involves inhaling for four seconds, holding the breath for seven, and exhaling for eight, aiming to calm the nervous system and promote relaxation. Another hack suggests experimenting with acupressure by applying gentle pressure to the Anmian Acupuncture Point, located just behind the ears, to help fall asleep faster and deeper. The fifth hack introduces the 'Sleepy Girl Mocktail,' a beverage made with tart cherry juice, magnesium powder, and sparkling water, believed to have sleep-inducing properties. The sixth hack recommends playing the 'Alphabet Game' in bed to occupy the mind and reduce overthinking, which can aid in falling asleep. ([us.neomwellbeing.com](https://us.neomwellbeing.com/blogs/news/tiktoks-most-popular-sleep-hacks?utm_source=openai))
5. <https://www.healthline.com/health-news/sleepmaxxing-tiktok-trend> - This article examines the 'sleepmaxxing' trend on social media, where individuals adopt various hacks to improve sleep quality. While some aspects of sleepmaxxing can provide healthy benefits, others have experts raising concerns. Ineffective supplements, mouth taping, and nostril expanders are among the advice and products featured in some of the most popular videos, which can raise health risks. Health experts advise focusing on proven strategies: maintaining a cool, dark, and quiet sleep environment, minimising screen time before bed, and establishing consistent sleep routines. They also caution against over-reliance on sleep tracking devices and obsessive fixation on perfect sleep, which can backfire and worsen sleep quality. ([healthline.com](https://www.healthline.com/health-news/sleepmaxxing-tiktok-trend?utm_source=openai))
6. <https://aasm.org/viral-tiktok-trends-are-not-the-answer-for-better-sleep> - This article discusses various unproven strategies to promote sleep that have been trending on social media, such as mouth taping and incorporating more plants in the bedroom. A recent survey from the American Academy of Sleep Medicine found that more than 40% of people admit to trying these viral trends involving sleep. While some users may be attempting the trends for fun, others are looking for real solutions to sleep problems. Experts advise focusing on evidence-based strategies that are proven to work and address the root causes of sleep problems, rather than listening to advice from unvetted sources. ([aasm.org](https://aasm.org/viral-tiktok-trends-are-not-the-answer-for-better-sleep?utm_source=openai))
7. <https://www.mamamia.com.au/tiktok-hacks-for-sleep/> - This article explores various TikTok sleep hacks, including the use of pink noise to improve sleep quality. Pink noise has emerged as a powerful tool for improving sleep quality, working with the brain's natural rhythms to promote deeper, more restorative rest. Unlike white noise, pink noise has a balanced, natural sound frequency that mimics many sounds in nature. Research in the Journal of Theoretical Biology shows that pink noise can help reduce brain wave complexity and synchronise brain activity, making it easier to fall asleep and maintain stable sleep patterns. When played at about the volume of a refrigerator (60 decibels), it can help mask disturbing sounds and create an optimal sleep environment. Plus, it's available for free on YouTube. ([mamamia.com.au](https://www.mamamia.com.au/tiktok-hacks-for-sleep/?utm_source=openai))