# NightWise launches sleep support range with intelligent release technology



NightWise has introduced a new range of sleep support products that utilise Intelligent Release Technology to provide targeted and timed delivery of ingredients, aiming to support individuals struggling with poor sleep quality. Unlike traditional sleep aids that often rely on sedatives or melatonin, NightWise’s innovative formulations address underlying causes of disrupted sleep while offering dual benefits.

Danny Rinaldi, Founder & CEO of NightWise, explained the company’s mission in a statement to Trend Hunter: "We're not just selling another sleep supplement. We're leading a movement to reposition sleep as a cornerstone of modern wellness — much like hydration, fitness, and nutrition have evolved in consumer health." This reflects a broader trend within the wellness industry, where sleep is increasingly recognised as a key component of overall health.

The product line includes specially designed solutions such as Sleep + Menopause Relief, which targets symptoms like night sweats, hot flashes, and anxiousness that often disrupt rest for those experiencing menopause. Another product, Sleep + Prostate Support, addresses frequent nocturnal bathroom visits, a common sleep disturbance among men.

At the core of these supplements is NightWise’s patented Intelligent Release Technology. This innovation ensures that active ingredients are delivered at the optimal time and in the most effective doses to maximise efficacy. This approach reflects an emerging trend in the nutraceutical sector towards personalised and precision health solutions.

The development of this Intelligent Release Technology aligns with current industry themes in health and wellness products. The integration of two-in-one supplements—combining multiple health benefits into one formulation—is appealing to consumers who prefer comprehensive, multi-functional wellness solutions in a single product. Furthermore, NightWise’s focus on modern sleep wellness highlights the evolving consumer mindset that views quality sleep alongside fitness, hydration, and nutrition as critical pillars of healthy living.

Beyond the immediate nutritional supplement market, the Intelligent Release Technology and dual-action supplement concepts are also influencing functional foods and beverages, which are increasingly formulated to deliver targeted health advantages for specific conditions such as better sleep.

The nutraceutical industry continues advancing as demand grows for non-pharmaceutical alternatives that offer personalised health experiences. These advances, demonstrated by NightWise’s innovative product line, cater to individuals seeking tailored wellness strategies that address their unique lifestyle and health needs while enhancing their overall well-being.

The Trend Hunter report underscores the shift towards intelligent, science-driven approaches to supplementation and health optimisation, with NightWise positioning itself at the forefront of this movement through its specialised sleep support products.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.nightwise.com/products/nightwise-original-strength> - This page details NightWise's Original Strength product, which utilizes Intelligent Release Technology to provide targeted and timed delivery of ingredients, aiming to support individuals struggling with poor sleep quality.
2. <https://www.nightwise.com/products/nightwise-extra-strength> - This page describes NightWise's Extra Strength product, designed to address sleep disturbances with a formulation that includes a micro-dose of melatonin and other natural ingredients.
3. <https://www.nightwise.com/pages/our-vision> - This page outlines NightWise's mission to reposition sleep as a cornerstone of modern wellness, emphasizing the importance of restorative sleep for overall health.
4. <https://www.nightwise.com/pages/faq> - This page provides information about NightWise's Intelligent Release Technology, explaining how it delivers ingredients in phases to support natural sleep cycles.
5. <https://www.nightwise.com/blogs/press/nightwise-introduces-intelligent-release-technology-to-help-america-sleep-without-sedatives> - This press release announces the launch of NightWise's Intelligent Release Technology, highlighting its unique approach to delivering sleep-supporting ingredients without relying on sedatives or melatonin.
6. <https://ceoweekly.com/nightwise-pioneering-a-restorative-sleep-experience-with-intelligent-release-technology/> - This article discusses NightWise's Intelligent Release Technology, detailing its three-phase system designed to provide a restorative sleep experience by releasing ingredients in sync with the body's natural sleep cycles.
7. <https://news.google.com/rss/articles/CBMiV0FVX3lxTFB1MEhMbEJZZ1JFZEFQOUZsLUJzT0VKZl93QzV3ZzZXRFZQckxEai1BNzJiRTRaLVZmTlBnejRBX2o4VG8xQ1pNUEo2LVNCRTNaMXUtSVhRc9IBXEFVX3lxTE92SVpDbDBwdWstR1FoLXdOR0FoXy16Z0tzYy15T1NMZGxMQnBmUE1tYzNCdVdZQmlpaElEZ0NFT2xxSHQ4WVFXaUNVN3drZGl4MWRXWWxTTV96eGxr?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data