

"Sleep Well, Be Healthy"
SleepHealth™ a division of Vystar® Corporation

Vystar Corporation Newsletter

In This Issue

[Insurance Update](#)
[Sleep In the News](#)
[SleepHealth Certification News](#)
[Marketing Tips](#)
[Tech Tip of the Month](#)

Quick Links and Resources

[Vystar in the News](#)

[Sleephealthier.com](#)

[Vytex.com](#)

[aasmnet.org](#)

[sleepfoundation.org](#)

[CDC info on sleep disorders](#)

Insurance Update

As we approach year end, many patients have hit their deductible level and have FSA funds they need to use before December 31. Now is the time to schedule a sleep study for patients who have held off.

Also, while the holidays are not a typical time to schedule a sleep study, it is a time when students are home from school and a good time to address their sleep issues before they go back.

November 2012



Dear Joanne,



As President and CEO of Vystar® Corporation (OTCQB: VYST), based in Duluth, Georgia, I am pleased to announce that we recently acquired SleepHealth LLC, the company that has been providing sleep diagnostic services for your office and many others in Georgia, North Carolina, and South Carolina. Ailene Miller, the founder and President of SleepHealth, along with her fantastic staff are now part of Vystar Corporation, and we look forward to working with her team and your organization.

SleepHealth will maintain its corporate identity as a wholly owned subsidiary of Vystar and will be its own division of Vystar Corporation. The quality services that you have come to rely on will continue as they have in the past. The new combined company affords a tremendous opportunity for growth and additional services that you will be able to offer your clients.

A little background - Vystar Corporation is the creator of Vytex® Natural Rubber Latex, a unique and patented product where the proteins and other non-rubber particles found in regular natural rubber latex have been physically removed, resulting in a much cleaner form of the raw material used in such products as latex gloves, balloons, cohesive bandages, catheters, condoms, adhesives, foam bedding products, and many more. Our relationship with SleepHealth will provide us with a vehicle for bringing better, more natural, and sustainable products to the market. ([Click here to see the press release](#))

We will provide you with additional updates on our plans as we move forward. In the meantime, if you have any questions or suggestions, please do not hesitate to contact either Ailene or me.

Sincerely,

William R. Doyle
President and CEO
Vystar Corporation
(770) 965-0383 x22
[send me an email](#)

Sleep in the News!

[Sleep apnea in obese pregnancy women linked to poor maternal and neonatal outcomes](#)

[Untreated obstructive sleep apnea takes economic toll](#)

[The Silent Airway Problem that Can Impact a Child's Brain Development](#)

[Obstructive Sleep Apnea Ups Cardio Risk in the Elderly](#)

[Wellness: Apnea, a sleep disorder with lifelong implications](#)

Contact Us

[Vystar Corporation](#)

[SleepHealth Division](#)

SleepHealth Certification News

SleepHealth Reaching Certification Milestones with Both ACHC and ASSM Accredited Facilities - SleepHealth is dedicated to providing the best and most professional sleep diagnostic services possible. Within the past two years, six of our centers have received either ACHC or AASM accreditation. By early next year we expect all of our existing facilities to be fully accredited. This is important both as an assurance to patients that they are in capable hands, but it is also becoming increasingly important to third-party payers. SleepHealth will soon begin offering Home Sleep Testing (HST), CPAP equipment and an associated CPAP compliance program. SleepHealth will continue to be leading the way in providing professional sleep diagnostic services and support. For more information please contact me directly ([click here to send an email](#)).

Ailene Miller

General Manager SleepHealth Division
(770) 438-8397

Marketing Tips for Your Sleep Center

Make sure you mention your sleep center on your website. If you don't have a website, consider developing one.

Your website should have information on your sleep center, including contact information and ideally a photo of what the sleep study environment looks like. By making patients familiar with the sleep lab, this will help them feel more comfortable about participating in a sleep study. There are many resources available online. **For some ideas check the links in the "quick links" section.**



Tech Tip of the Month

Sleep Apnea - Why Diagnosis and Treatment Is Important

by Jennifer N. Campbell, RPSGT

Diagnosis and treatment of sleep apnea is extremely important. Untreated sleep apnea increases the risk of congestive heart failure, high blood pressure, memory impairment, anxiety, depression, heart disease, cardiac dysrhythmia, acid reflux, diabetes and even death.

The untreated effects are not just the exacerbation of medical conditions, they also decrease a patient's quality of life. If a patient is constantly tired, they may experience cognitive difficulties, which can negatively affect them at work. Not being able to think clearly, can result in more mistakes, or could even cause an accident. Also, a patient who is always tired may not enjoy activities they once did, which can have an adverse effect on relationships.

Once a patient's sleep disorder has been diagnosed, treatment of their sleep apnea can begin immediately. There are many different treatment options available, though Continuous Positive Airway Pressure, or CPAP, is the most recommended. CPAP therapy consists of a mask a patient would wear that assists in keeping their airway open, therefore decreasing or even possibly eliminating the patient's sleep apnea.

After a patient's apnea is treated, they will be able to enjoy longer periods of restorative sleep. Your patient should begin to see the effects of a good night's sleep almost immediately.

Forward Looking Statements Certain statements in this document are "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act. These statements are based on management's current expectations and are subject to uncertainty and changes in circumstances. Actual results may differ materially from those included in these statements due to a variety of factors. More information about these factors is contained in Vystar's filings with the Securities and Exchange Commission.

To learn more about SleepHealth or Vystar Corporation, check our websites by looking at the "quick links" section or go to the "contact us" box to send an email message.

Sincerely,

Joanne Kearney
Vystar Corporation