

Let's Rethink Sleep Through Everyday Life with Snorlax! Eisai Releases Sleep Awareness Videos in Collaboration with "Pokémon Sleep" to Highlight the Importance of Sleep

Eisai Co., Ltd. (Headquarters: Tokyo, CEO: Haruo Naito, "Eisai") announced today the release of videos highlighting the importance of sleep through everyday life with Snorlax. The videos are available on Eisai's information website, "[Sodan e-Nemuri](#)" and [YouTube](#) and were produced as part of sleep awareness activities in collaboration with "Pokémon Sleep," the smartphone application.

As part of its efforts to build an ecosystem in the sleep field, Eisai is engaged in awareness activities leveraging its scientific expertise in sleep. Through the collaboration with "Pokémon Sleep", the newly released videos aim to encourage people across a wide range of age groups to reflect on their own sleep and daytime performance, while raising awareness of the importance of sleep. The videos are designed to offer positive insights to people who tend to put sleep on the back burner, encouraging them to take steps toward healthier daily routines.

"Relatable Sleep Moments"

This video depicts relatable everyday experiences, such as waking up feeling less than refreshed, consuming caffeine at night, and getting carried away with gaming or social media before bedtime. Featuring the adorable Snorlax, the video aims to encourage viewers to reflect on their daily habits in a warm and lighthearted way and consider how they can achieve better sleep.



“Life with Snorlax”

This video features a working adult navigating a busy daily life. It depicts everyday situations in which sleep tends to take a back seat to work and leisure activities, and how Snorlax inspires the protagonist to think, “Maybe it’s time to go to bed,” providing an opportunity to pay more attention to their own sleep.



*Both videos are in Japanese only.

It is estimated that 12.4 million adults in Japan—equivalent to 11.8% of the adult population—experience insomnia and the resulting daytime functional impairments.¹ According to the 2023 National Health and Nutrition Survey by the Ministry of Health, Labour and Welfare, the percentage of people aged 20 and older who feel they have sufficient rest through sleep has shown no improvement for more than a decade and has been gradually declining.² The proportion of people who sleep less than six hours per night has also reached 38.5% among men and 43.6% among women.²

Insufficient rest has been linked to decreased daytime performance and an increased risk of lifestyle-related diseases, and securing adequate sleep in terms of both quality and quantity is essential for health promotion and maintenance across all age groups.³ Accordingly, the importance of educational activities aimed at disseminating accurate sleep knowledge is increasing.

Eisai is engaged in activities to widely raise awareness of the importance of sleep through its collaboration with “Pokémon Sleep”. As the first initiative, Eisai has distributed the picture book “Snorlax’s Dream” to medical institutions throughout Japan that actively provide medical care for insomnia and sleep-related concerns, primarily those registered on “Sleep Consultation Navigator,” a search engine powered by Eisai.

In addition, Eisai has collaborated with “Pokémon Sleep” to produce the “Good Night Guide,” which provides a concise overview of the Ministry of Health, Labour and Welfare’s Sleep Guidelines for Health Promotion 2023, and has distributed it to medical institutions and other facilities. The “Good Night Guide” is also available for download from Eisai’s sleep information website, [“Sodan e-Nemuri.”](#)



Sleep awareness materials created in collaboration with “Pokémon Sleep”

Eisai aims to effectively achieve social good in the form of relieving anxiety over health and reducing health disparities not only through the development of therapeutic drugs, but also by building an ecosystem in collaboration with other industries. Together with “Pokémon Sleep,” Eisai will continue to create an environment where people of different generations can reflect on their sleep habits and achieve positive behavioral changes toward a healthy lifestyle. Through these efforts, Eisai will further contribute not only to individuals living with insomnia but also to those who have concerns about their sleep.

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[Notes to Editors]

1. About “Pokémon Sleep”

Pokémon Sleep, the sleep tracker app that turns sleep into entertainment, can be downloaded for free on the Apple App Store or Google Play Store. Learn more about Pokémon Sleep at [PokemonSleep.net](https://pokemonSleep.net).

[Product Information]

Title: Pokémon Sleep

MSRP: Free to play *Features in-app purchases

Publisher: The Pokémon Company

Developer: The Pokémon Works

Platforms: iOS/Android

Genre: Simulation

Mode: Single-player

Supported languages: Japanese, English, Spanish, French, German, Italian, Korean, Traditional Chinese

*The "Spanish" supported by this software is European Spanish.

[Official website]

<https://www.pokemonsleep.net/en/>

[App store]

<https://app.adjust.com/1xkxcsv1>

**Not a medical device.

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The Pokémon Company was established to manage the Pokémon brand. Currently, the company develops and produces video games, which is where Pokémon originates, as well as trading card games, animated TV series and movies, merchandise, tie-up promotions, events, and the Pokémon Center, directly managed Pokémon shops.

2. About the Sleep Information Website Operated by Eisai

Eisai provides basic knowledge about sleep and insomnia, self-checks for sleep, information about treatments and medications for insomnia, through "Sodan.e-Nemuri". Additionally, the website offers a wide range of content about sleep for those struggling with sleep issues, including the "Sleep Consultation Navigator" which helps users search for medical institutions that can provide advice and treatments for sleep disorders and insomnia.

Please see <https://e-nemuri.eisai.jp/> for details. (Japanese only)

References

1. Clinical Guideline for the Management and Treatment of Sleep Disorders, 3rd Edition (Japanese only)
2. The 2023 National Health and Nutrition Survey by the Ministry of Health, Labour and Welfare (Japanese only)
<https://www.mhlw.go.jp/content/10900000/001338334.pdf>
3. Sleep Guide for Health Promotion 2023 - Ministry of Health, Labour and Welfare (Japanese only)
<https://www.mhlw.go.jp/content/001305530.pdf>