

Basics of sleepmaxxing: Which viral bedtime hacks are actually worth it?

A good night's sleep was once considered a simple matter of going to bed and waking up refreshed. Today, however, social media has turned it into an elaborate wellness project. This growing phenomenon is known as "sleepmaxxing".

Popularised on TikTok and Instagram, sleepmaxxing refers to combining lifestyle habits, products, gadgets and bedtime rituals to optimise sleep quality and duration. Its appeal lies in the promise of better energy, improved concentration and overall well-being through more restorative sleep.

The chase for perfect sleep

Growing awareness of sleep's influence on physical and mental health has encouraged people to pay closer attention to their sleeping habits.

The trend ranges from simple lifestyle adjustments to elaborate bedtime routines. Common practices include maintaining consistent sleep schedules and reducing screen exposure. Others experiment with weighted blankets, white noise machines, mouth tape, melatonin supplements and bedtime snacks.

Apps such as SleepMaxx: Sleep & Habit Coach, Sleep Max-Rest Best, LifeMaxing Sleep Tracker and SleepScore Max offer ways to monitor sleeping patterns and establish healthier routines. Depending on the application, users can record bedtime and wake-up times, track nighttime awakenings and daytime energy levels, and monitor caffeine or alcohol consumption. Some also provide sleep scores, habit reminders and personalised recommendations.



Where science draws the line

Harvard Health Publishing, in a March 2025 article, highlighted the importance of consistent sleep schedules, limiting caffeine and reducing evening light exposure. Regular physical activity and a comfortable sleeping environment can also support better rest.

However, sleepmaxxing has not been scientifically established as a comprehensive method. Evidence supporting several viral practices remains limited. Mouth taping, in particular, may pose risks for people with obstructive sleep apnoea or other breathing difficulties. Melatonin supplements are not universal solutions for sleep problems, either.

Sleep-tracking technology has limitations, too. An excessive preoccupation with achieving perfect sleep scores may lead to orthosomnia, an unhealthy fixation on optimising sleep that can itself create anxiety.

Rather than chasing flawless scores and elaborate routines, building sustainable habits and seeking professional advice for persistent sleep difficulties may be more sensible. After all, sleep is meant to restore us, not become another thing we have to get perfect.

By Farhana Faiza



