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The Stress Whisperer: Your Heart *HeartMath Exposes an Unexpected Antidote to Stress*

BOULDER CREEK, CA - April 3, 2012 - While stress remains a familiar feeling for millions of frayed Americans a key to taming this state of mind rests just inches below the nose - it is the unsuspected human heart. During National Stress Awareness Month in the U.S., HeartMath® experts point to the infamous ticker as a stress whisperer in its own right and they’re also offering free software that helps reduce stressful emotions.

“The heart is key player in our emotion-based experiences and understanding some of the basics on the science of heart coherence can help people learn how to change their emotions,” said behavioral psychologist and HeartMath CEO Dr. Deborah Rozman, author of *Transforming Stress*.

“During Stress Awareness month we’re educating people on heart coherence and how this new science is providing simple and effective methods for reducing stress. We’re also making one of our stress solutions available to download for free from April 16 to 22.”

Those who want to take advantage of the free product download (\$20 value) can go to <http://on.fb.me/HeartMath-Gift> and “like” HeartMath’s Facebook page to get access to the free download.

“We’re keeping the product name under wraps until April 16th but I can say that this is a great tool that will provide users with instructions, both with animation and audio, to help them shift their heart rhythm pattern and access the high-performance state called heart coherence. Coherence is an effective and drug-free way to reduce stress.” said Rozman.

Wendy Warner, MD, and Founder and Medical Director of Medicine in Balance, LLC and Past President of the American Board of Holistic Medicine, has seen the practice of coherence help her patients. “Many, if not most, of my patients have physical complaints that stem, ultimately, from stress. What I find most helpful are coherence techniques and technologies.”

Rozman said heart coherence is a body and mind state of resilience and optimal functioning. [Studies](#) focusing on this science conclude this state to be a promising antidote to reducing stress and increasing wellness.

People naturally slip in and out of a coherent state on any given day, according to Rozman. She said, “We now know that, instead of waiting for coherence to occur randomly, we can intentionally shift into this state at will. A few minutes of practicing coherence building techniques daily can greatly reduce our stress experiences.”

Coherence provides a kind of power over stress. Through coherence practices the inner awareness becomes sharper allowing for a detour to be taken before the stress track can be traveled. Through coherence-building methods there is also the advantage of knowing how to quickly disengage in the moment from a predictable stress response and replace it with a new behavior. HeartMath experts add

that even if stress is engaged momentarily it can be quickly transformed as we start increasing coherence levels.

Rozman said the state of heart coherence often occurs during positive, heart-felt emotions such as care, appreciation, love and compassion. Researchers at HeartMath have pioneered this science for more than twenty years. They discovered that positive emotions generate a specific pattern in the heart rhythms and observed that - in this state - the brain, heart and nervous system operate in a kind of rhythmic harmony like a finely tuned orchestra.

When in coherence, people experience less emotional stress. Coherence is also known to increase salivary Iga, a measure of the immune system's first line of defense, and it helps to reduce cortisol — known as the stress hormone — while increasing DHEA, the anti-aging hormone.

The research on heart coherence paints a polar opposite picture for negative emotions such as stress, anger, frustration and anxiety. These emotions are known to spike cortisol, reduce performance efficiency in the body, inhibit mental clarity and derail the coherent state - often times putting unnecessary strain on physical functions.

“You can't be in a state of stress and a state of coherence at the same time,” Rozman said.

Building coherence is easier than one might think and many are using a combination of coherence-building techniques and heart-rhythm feedback, according to Rozman. She said an advanced [heart rhythm monitor](#) can help measure personal coherence while practicing the techniques.

From research on ways to bring people to a coherent state HeartMath developed several techniques that give people simple exercises that will help them shift out of stress and into coherence.

Dr. Warner added, “The coherence-building techniques and technologies have provided my patients with a way to have more control over their own health. They're often more helpful in lessening the harmful effects of stress than anything else I've tried - and it's a method that is free from side effects. HeartMath is an invaluable part of my practice.”

More than 15,000 physicians are using coherence practices to help their patients with emotion-based stress and not surprisingly, many physicians have personally taken to the practice of coherence as an effective stress and burnout solution. Studies have shown that physician burnout is a growing issue, largely due to the increasing red tape within health care systems, lack of control of their work, and time restrictions during patient visits.

The University of Calgary researchers conducted a randomized controlled [study](#) published in the journal *Open Medicine*. The findings revealed that the coherence building technique and heart rhythm monitor helped to significantly reduce stress for physicians who were part of the intervention.

HeartMath tools and techniques are used in range of settings to boost optimal performance and reduce the effects of stressful emotions. These areas include the U.S. Military, NASA, health professionals, hospitals and health clinics, schools and Fortune 500 companies, as well as Olympic gold medalists and professional athletes.

To download the free product go to the HeartMath Facebook page on April 16-22 (<http://on.fb.me/HeartMath-Gift>) and “like” the HeartMath page so you can gain access to this limited time offer for their coherence-building solution.

To learn more about HeartMath, go to www.heartmath.com. HeartMath posts regular updates on news, events, tips and hosts discussions on their Facebook, Twitter and YouTube pages.

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About HeartMath® LLC:

The HeartMath System (www.heartmath.com) was created by Doc Childre. HeartMath LLC is a cutting-edge performance company providing a range of unique services, products and technologies to improve health and well-being, while dramatically reducing stress. HeartMath clinical studies have demonstrated the critical link between emotions, heart function and cognitive performance. HeartMath studies have been published in numerous peer-reviewed journals such as *American Journal of Cardiology*, *Stress Medicine*, *Preventive Cardiology* and *Journal of the American College of Cardiology*. Their organizational clients include Stanford Business School, Stanford Hospital, Scripps Center for Integrative Medicine and Kaiser Permanente. HeartMath's award-winning emWave technologies include the emWave2 and the emWave Desktop Stress Relief System. The emWave technology won the Last Gadget Standing People's Choice Award at the 2009 International Consumer Electronics Show, and *Today's Caregiver* magazine's Caregiver Friendly Award®.