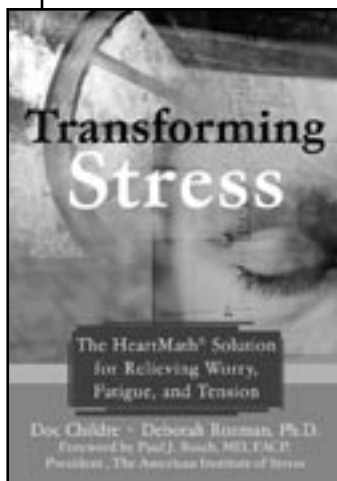


It's been called **an epidemic**. It can be an **addiction**. It **ruins marriages and careers**, undermines a **parent's ability to care** for his or her children, **ravages health**, and generally makes those **caught up in it miserable**. If you're thinking it's a new street drug, think again.

It's stress and the statistics make it clear that it ails our culture at an unprecedented rate. The American Institute of Stress notes that 75 to 90 percent of all visits to primary care physicians are for stress-related complaints. In 2002 Americans spent \$17.2 billion on antianxiety and antidepressant medication. They spent \$1.1 billion in the same year on just two of the major prescription sleeping pills. It's enough to—well—stress you out.



An Answer from the Heart. Fortunately, there's help and it doesn't reside in a pill bottle. Rather, it comes from your heart—literally. In *Transforming Stress: The HeartMath® Solution for Relieving Worry, Fatigue, and Tension* (March 2005) Deborah Rozman, Ph.D., and Doc Childre show you how to escape stress by changing your heart rhythms. Sound hard to believe? Well, researchers have found that heart rhythm corresponds directly with emotional states. Negative or stressful emotional states, such as anxiety, anger, and worry

create a jagged, uneven rhythm that looks like a mountain range when seen on a heart monitor. This is referred to as an *incoherent waveform*. It creates disharmony among the hormonal and neurological systems and sends your mind into “fight or flight” mode.

Uplifting emotions, like compassion and appreciation, engender a smooth rhythm with more evenly spaced peaks and dips. This is called a *coherent waveform*. It creates harmony among physiological systems and allows higher brain functions like the ability to reason to continue unimpeded. In *Transforming Stress*, Rozman and Childre show you, step-by-step, how to perform simple relaxation exercises that quickly transform your heart rhythm from incoherence to coherence and change your emotional state.

FOR AN INTERVIEW REQUEST OR MORE INFORMATION CONTACT:

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**THE FACTS
ABOUT HEARTMATH®**

- Sony, Shell, Cisco, and Boeing are just some of the companies who have had HeartMath techniques taught to their employees.
- A recent study conducted at a global oil company, found a 65 percent reduction in tension, 87 percent reduction in fatigue and a 65 percent reduction in anger in middle- and senior-level managers who had been trained in the HeartMath techniques.
- Educators have found that children who learn HeartMath techniques to reduce stress show improved academic performance. Controlled studies with high school students have found improvements of 14 to 35 percent in math and reading in just three weeks.
- The results of studies conducted at the Institute of HeartMath have appeared in a number of medical journals, including *The American Journal of Cardiology*, *Stress Medicine*, and *Preventive Cardiology*.

“Everything you need to know to deal effectively and elegantly with stress can be found in *Transforming Stress*. This book could save your life. Really.”

—Christiane Northrup, MD, author of *Women's Bodies, Women's Wisdom* and *The Wisdom of Menopause*

Transforming Stress: The HeartMath® Solution for Relieving Worry, Fatigue, and Tension
by Deborah Rozman, Ph.D., and Doc Childre
Published in March 2005, by New Harbinger Publications,
800-748-6273, www.newharbinger.com

Transforming, Not Banishing Stress. Stress as “the enemy” that needs to be banished or vanquished is a popular model for relaxation programs. The problem is that modern life, with its frantic pace, is inherently stressful. Who wouldn’t get stressed out when the big project at work is nearing its deadline and the school play is tonight and the dog suddenly gets sick? What makes HeartMath techniques different is that they allow you to transform stress into a source of energy that you can use to achieve high performance levels at work and in other areas of your life. When stress hits your sympathetic nervous system is aroused, which often leads to heightened performance. This explains why many people considers stress a motivator. Unfortunately, as stress and external pressures mount or stay high you become exhausted and performance slips...unless you have a high level of emotional resilience. Emotional resilience is what allows you to continue at high performance levels and what regular practice of HeartMath techniques develops.

“When I had encountered HeartMath, I felt like I had received the operating manual for life...”
—Nina Utne, chairperson, *Utne* magazine

Biologically speaking, your level of emotional resilience depends on the ratio between DHEA, “the feel-good hormone” and cortisol, “the stress hormone.” By regularly bringing your heart rhythm into coherence with HeartMath techniques you foster a healthy DHEA to cortisol ratio.

From Heart to Brain. When you change your heart rhythm from jagged to smooth you send a clear “all is well” message to your brain. That’s because the brain relies on neurological information from the heart. In fact, the heart sends more signals to the brain than the brain sends to the heart. These signals are sent in four important ways: *neurologically* (through the nervous system), *biochemically* (through hormones and neurochemicals produced within the heart), *mechanically* (through the pulse wave

flowing through the blood stream), and *electromagnetically* (through electric signals generated when the heart contracts and broadcasted through the heart’s electromagnetic field). Your heart rhythm pattern tells the brain what the body feels, and your brain then interprets the information and decides what to do.

Addicted to Stress? We humans are a habit-forming species. Our neural circuitry is designed to form habits so that we can perform routine tasks without having to think much about them. That’s why stress—like anything else—can become a habit. One of HeartMath’s clients put it this way, “We live on a stress merry-go-round and can’t get off. We think it’s black or white: quit or keep on as we are.” Regular practice of HeartMath techniques is a powerful way to change the stress circuitry and free yourself from the stress habit.

About the Authors of *Transforming Stress*

Deborah Rozman, Ph.D., is a high performance psychologist with thirty years of experience as an educator and business executive and the author of six books. She is president and co-CEO of Quantum Intech, overseeing the expansion of HeartMath® worldwide. Quantum Intech develops and licenses products and services that reduce stress, improve health, and increase performance based on the HeartMath System®. Deborah also serves on the Institute of HeartMath’s scientific advisory board and Physics of Humanity council. She is frequently quoted in national and local print media and has been a guest on local and national radio and television programs.

Doc Childre is the founder and chairperson of the scientific advisory board of the Institute of HeartMath, the chairman of HeartMath, LLC, and the chairman and co-CEO of Quantum Intech, Inc. He is the author of eight books and a consultant to business leaders, scientists, educators, and the entertainment industry. His HeartMath® System and proprietary heart rhythm technology for coherence building, called the *Freeze-*

more...

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Framer® has been featured in *USA Today*, *The Wall Street Journal*, *The New York Times*, the *Los Angeles Times*, *NBC Today Show*, *ABC Good Morning America*, *ABC World News Tonight*, *CNN Headline News*, *CNN.com*, *Harvard Business Review 2.0*, *Newsweek*, *Industry Week*, *Prevention*, *Psychology Today*, *Golf Magazine*, *Self*, *New Woman* magazine, *Men's Fitness*, *Army Times*, and numerous other publications around the world.

Suggested Interview Questions for Deborah Rozman, Ph.D.

1. Let's start with a lay-person's overview of what the HeartMath techniques are and how you know that they work?
2. Your book is titled *Transforming Stress* and you talk a lot about transforming instead of overcoming stress. What's the difference?
3. What does the latest research tell us about the effect of stress on health?
4. Why do you think we Americans are so stressed out?
5. In a chapter entitled "The Energetic Field of Stress," you talk about environmental stress and how stress and other emotional states can be transmitted to the external environment. Can you explain this?
6. What is Quick Coherence?
7. You say that the HeartMath techniques work faster than some other, more conventional methods of stress relief, such as cognitive behavioral therapy exercises. Why?
8. What are the three brains?
9. Hormones, particularly cortisol, play a large role in stress. Can you talk a little about this and how the HeartMath technique addresses it?
10. What is the *Freeze-Frame* technique?

Raves for *Transforming Stress*

"Everything you need to know to deal effectively and elegantly with stress can be found in *Transforming Stress*. This book could save your life." Really.

—**Christiane Northrup, MD**, author of *Women's Bodies*, *Women's Wisdom* and *The Wisdom of Menopause*

"When I encountered HeartMath, I felt like I had received the operating manual for life....If you want to learn to live authentically from the heart in a way that gives you control over your responses to a chaotic and changing world, read this book."

—**Nina Utne**, chairperson *Utne* magazine

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“...Childre and Rozman show how anyone can take even the most debilitating forms of stress and transform or convert them into positive energy and feelings....This book will change your life!”

—**Charles B. Inlander**, president of the People’s Medical Society, coauthor of *Stress: 63 Ways to Relieve the Tension and Stay Healthy*, and cofounder of Stress Freedom United (www.stressfreedom.org)

“HeartMath has clearly proven that your heart is the major reactor to stress, the key to understanding harmony between body, mind, and emotions...HeartMath provides the path to transformation.”

—**C. Norman Shealy, MD, Ph.D.**, founding president of the American Holistic Medical Association, president of the Holos University Graduate Seminary, author of *90 Days to Stress-Free Living*, and coauthor with Carolyn Myss of *The Creation of Health*

“*Transforming Stress* clearly leads the reader through the step-by-step process to release stress and anxiety, transforming that energy into peaceful, creative energy. I highly recommend this book to anyone who wants a solution!”

—**Hale Dwozkin**, author of *The New York Times* best-selling *The Sedona Method: Your Key to Lasting Happiness, Success, Peace, and Emotional Well-Being*

“...These are first-rate tools for self-healing and for learning how to become inner-self managed.”

—**William A. Tiller**, professor emeritus in the Department of Materials Science at Stanford University, research scientist, author, and physicist in the film “What the Bleep Do We Know!?”

“In today’s fast-paced business world, even my most successful clients become overcommitted and overwhelmed. *Transforming Stress* offers...action steps that will work for everyone. I am highly recommending this book to all of my clients!”

—**Joan Ellen Gustafson**, international marketing leader, executive coach, and professional speaker

Raves for *Transforming Anger*, Childre and Rozman’s Earlier Book

“*Transforming Anger* is an important book for our time. Using solid research, Childre and Rozman make it clear that when it comes to dealing with our anger, our most powerful asset is our heart...This book is not only about transforming anger, it’s about transforming your life!”

—**Cheryl Richardson**, author of *Take Time for Your Life* and *Stand Up for Your Life*

“This new book, *Transforming Anger* is excellent. Refreshingly simple and easy to read, the book offers profound insights into the most critical issue of our day: our violence toward self, world, and other...(It) fills a serious personal-social need.”

—**Joseph Chilton Pearce**, author, *The Crack in the Cosmic Egg*, *Magical Child*, and *The Biology of Transcendence*

“...This book shows you not only how to defuse (anger), but how you can transform it into positive feelings that will make you more productive rather than self-destructive.”

—**Paul Rosch MD**, president, The American Institute of Stress, clinical professor of medicine and psychiatry, New York Medical College

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