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HeartMath's *emWave Personal Stress Reliever*® and *emWave*® PC Stress Relief System: Like a "GPS for Life," Helping Boomers Navigate through Daily Stressors

If you think stress-relieving technology is an oxymoron, think again. An innovative company called HeartMath (www.heartmath.com) has developed two advanced technologies to help people navigate through their daily aggravations and stressors – like a GPS for life. Internationally recognized for their cutting-edge solutions for stress, HeartMath's *emWave*® technologies are being called breakthroughs in personal stress reduction technology. Both the handheld *emWave Personal Stress Reliever*® and the *emWave PC Stress Relief System* are designed to prevent, manage and reverse the negative effects of stress. HeartMath will be showcasing both *emWave* technologies at the What's Next Boomer Business Summit on Wednesday, March 26, 2008, in Washington, D.C. Deborah Rozman, Ph.D., President and CEO of Quantum Intech, parent company of HeartMath LLC, will be a featured speaker at the event as part of the "Stress Less" Rise & Shine Session 3.

The *emWave Personal Stress Reliever* (PSR) and *emWave PC Stress Relief System* were created by boomers for boomers. These technologies essentially mirror your emotional state by reading your heart rhythms and provide real-time feedback so you can more effectively manage stress and reset your inner balance.

An especially stressful challenge that millions of people struggle with is frequent sleep pattern disruptions, and boomers are no exception. HeartMath experts say that repetitive, sustained stress can disrupt many of our bodies' processes, from metabolism to hormonal balance to your body's response to infection.

Although it's not uncommon to experience fluctuations in sleep patterns as people age, for many sleep irregularity can be a result of an accumulation of daily stress. This not only affects the quantity of sleep you get but the quality of your sleep as well. A lack of quality sleep can contribute to and intensify feelings of overwhelm, anxiety and stress.



A recent study in *Sleep Medicine Reviews* found that chronic insomnia is associated with elevated levels of the stress hormone cortisol. The study also found that insomniacs are at risk for chronic anxiety and depression.

For boomers in search of non-medication solutions for improving sleep, HeartMath's award-winning *emWave PSR* is an invaluable tool. HeartMath's *emWave Solution for Better Sleep* is a simple five-step program that works in conjunction with the *emWave PSR* to help you reset your body's natural rhythms so you sleep more deeply and wake up feeling more refreshed. The *emWave Solution for Better Sleep* includes the Power Plan which consists of three advanced techniques to further improve your ability to clear stress accumulation and improve

sleep patterns.

The *emWave* products are two components of the HeartMath® System, which is based on 17 years of rigorous scientific research on the physiology of and relationship between the heart, stress and emotions. These technologies help you prepare for and quickly recoup from stress triggers like finances, meetings and deadlines, health issues and relationship conflicts by rebalancing your mind and emotions.

“HeartMath has established themselves as a leader in the scientific community through their years of solid scientific research and in-depth understanding of stress and the physiology of emotions,” says Paul J. Rosch, M.D., F.A.C.P., President of the American Institute of Stress. “The *emWave Personal Stress Reliever* is a unique stress reduction tool that is unusually effective for reducing stress, anxiety and improving performance.”

HeartMath has earned a global reputation for their innovative research and is acknowledged world-wide as a pioneer in the science of cardiac coherence. The HeartMath System is being used by Duke Medicine, Stanford Hospital, Mayo Health System, Blue Cross Blue Shield, Sutter Health, Scripps Center for Integrative Medicine, Kaiser Permanente and many other top medical centers and healthcare organizations around the world.

HeartMath invites the What’s Next Boomer Business Summit attendees to stop by the HeartMath booth in the Omni Shoreham Hotel’s Empire Ballroom for a demonstration of the *emWave Personal Stress Reliever* and *emWave PC Stress Relief System*. The conference will be held at the Omni Shoreham Hotel in Washington, DC on Wednesday, March 26, 2008, from 8:00am – 6:00pm EDT.

About the *emWave Personal Stress Reliever* (www.emwave.com):

This mobile interactive device is small enough to fit in your purse or pocket. A little smaller than an iPod and weighing just 2.2 ounces, *emWave PSR* reads your heart rhythms through its built-in finger sensor and gives immediate feedback, reflecting your emotional state through changing colored lights and sound. It includes a hands-free option and an animated instructional CD-Rom that guides you through the Quick Coherence® technique for immediate stress relief.

About the *emWave PC Stress Relief System* (www.emwavepc.com):

This PC software and hardware program collects data from your heart through a finger or ear clip sensor that plugs into your computer. The program translates the information from your heart rhythms into user-friendly graphics displayed on your computer monitor. As you apply the stress-reducing Quick Coherence technique learned from the tutorial, you see your heart rhythms change in real time. *emWave PC* allows you to store and track your progress over time, and has three colorful, interactive games designed to train you to transform stress into creative energy. Another feature of *emWave PC* is its Emotion Visualizer® which provides stunning images that emit changing degrees of color and movement as you adjust your emotional state.

About HeartMath:

HeartMath LLC (www.heartmath.com), a wholly-owned subsidiary of Quantum Intech (www.quantumintech.com), is a cutting-edge performance company providing a range of unique services, products, and technology to improve health and well-being, while dramatically reducing stress and boosting performance and productivity. For more than 17 years HeartMath clinical studies have demonstrated the critical link between emotions, heart function, and cognitive performance. HeartMath's compelling solutions for stress relief have been published in numerous peer-reviewed journals such as American Journal of Cardiology, Stress Medicine, Preventive Cardiology, Journal of the American College of Cardiology, Integrative Physiological and Behavioral Science and Alternative

Therapies in Health and Medicine. *HeartMath's organizational clients include Duke Medicine, Stanford Business School, Stanford Hospital, Mayo Health System, Blue Cross Blue Shield, Sutter Health, Scripps Center for Integrative Medicine, BP, Cisco Systems, Redken, Kaiser Permanente, Boeing and the NASA Goddard Space Flight Center, as well as dozens of school systems and thousands of health professionals around the world.*