

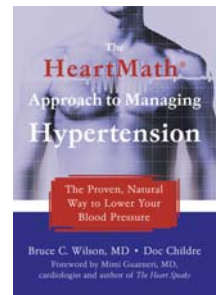
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What you and your doctor need to know about high blood pressure ***A new drug-free approach targets an important – yet often overlooked – factor in hypertension***

Hypertension, known as the “silent killer,” is the leading contributor to heart attack and stroke. In the past ten years the number of adults with hypertension has risen significantly. One-third of all American adults now struggle with high blood pressure. According to cardiologist Bruce Wilson, MD, co-author of ***The HeartMath® Approach to Managing Hypertension***, stress is an untapped area as it relates to hypertension. There is a growing body of scientific evidence connecting our moods and emotions with blood pressure. This field of science, called *neurocardiology*, explores the communication between the heart, brain, and nervous system. Research shows that people who frequently experience negative emotional states – such as anger, frustration, anxiety, and stress – are two to three times more likely to develop hypertension. Because of the significant impact emotions have on the heart and cardiovascular system, stress needs to be looked at as seriously as diet and exercise.

Dr. Wilson says, “When people who have had a cardiac event reduce their stress it greatly reduces the likelihood of a future cardiac event.” Ten years ago, while researching stress reduction programs for his patients, he learned of a system for stress management called HeartMath®. The HeartMath System is based on scientific research, much of which revolves around the correlation between the heart and emotions.

The HeartMath Approach to Managing Hypertension examines the current understanding of high blood pressure, its causes, and the problems it can create, as well as pharmacologic treatments and the associated side effects. The authors, Dr. Bruce Wilson and Doc Childre, also explore the biology of stress and provide readers with simple tools that can interrupt the body’s built-in stress response and restore balance. The tools, developed by HeartMath, are scientifically validated and have been shown to help people effectively change their stress response, thereby lowering their blood pressure and enhancing health in other ways.



Many people using HeartMath’s solutions for hypertension have been able to reduce their blood pressure medications and some have been able to stop taking them all together.

By analyzing the naturally occurring beat-to-beat changes in heart rate, called *heart rate variability*, HeartMath researchers found that our emotions directly impact our heart rhythm patterns. When we’re feeling positive emotions – such as appreciation, gratitude, care, and love – our heart rhythms produce a smooth and ordered pattern like a sine wave. In contrast, when we’re experiencing stress, anger, frustration, worry, or anxiety, our heart rhythm pattern looks chaotic and jagged, like a seismograph during an earthquake. This discovery led HeartMath researchers to more closely examine the relationship between the heart and emotions. It turns out that the heart signal has a profound influence over many aspects of how the brain functions. This means we can learn to transform stress by using techniques that shift our heart rhythm patterns, which, in turn, creates significant benefits to our cardiovascular health. HeartMath stress reduction techniques teach people how to alter these heart rhythm patterns by focusing on positive emotional experiences. Dr. Wilson says, “This isn’t about positive thinking. Rather, it is the literal act of *feeling* something positive that will have a beneficial impact on these very important heart rhythms.”

A study published in the *Journal of Alternative and Complementary Medicine* is an example of how the HeartMath approach can reduce high blood pressure. A global IT organization utilized a workplace stress intervention program developed by HeartMath for a group of hypertensive employees. Psychological and work performance-related parameters were assessed concurrently with BP changes to determine the overall impact

of the program on employees' emotional health and workplace effectiveness. The study demonstrated the following reductions in blood pressure:

- 10.6 points systolic
- 6.3 points diastolic

The magnitude of this improvement is significant – roughly equivalent to a forty-pound weight loss, or twice the impact of sodium-restricted diets or exercise regimens.

One of the tools Dr. Wilson recommends to his patients is a new technology called *emWave Personal Stress Reliever*[®]. *emWave*, which has earned the seal of approval from the American Institute of Stress, is a small handheld device that helps people build a buffer against stress by learning to balance your mind and emotions. This helps the heart, brain, and nervous system get in-sync, which creates coherent heart rhythms. Dr. Wilson says, "I have found this to be an excellent tool to help people learn to quickly shift out of stress and into a healthier emotional state, which affects many aspects of health." Many health professionals around the world are now using *emWave* with their patients. There are more than a dozen independent studies currently underway or in preparation looking at the benefits of *emWave* and the HeartMath System for hypertension as well as a number of other health conditions.

Dr. Wilson says, "I can't promise HeartMath will lower your blood pressure but I can't promise that a pill will either. What I can promise is that the HeartMath approach has no side effects."

About the Guest:

Bruce C. Wilson, MD, FACC, was director of acute cardiac care at the University of Minnesota before going to the University of Pittsburgh to direct the University of Pittsburgh Heart Institute. In 1991 he returned to his home town of Milwaukee, WI, where he started a private practice in cardiology, and was chief of cardiology and director of medical education at Columbia Hospital. He is clinical associate professor of medicine at the Medical College of Wisconsin, and has won numerous teaching awards throughout his career. Dr. Wilson has been giving lectures and teaching seminars on the HeartMath tools for stress reduction and better health since 1997, and helped develop their healthcare division.



Dr. Wilson Will Talk About:

1. Why stress is now being considered as important as diet and exercise when it comes to managing hypertension.
2. What people need to know about the myth that some stress is good for you.
3. We really can retrain ourselves to respond differently to stressful situations.
4. Simple things you can start to do today to reduce stress and lower your blood pressure.

About HeartMath

HeartMath LLC (www.heartmath.com), a wholly-owned subsidiary of Quantum Intech, 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. 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. HeartMath's organizational clients include NASA, BP, Duke University Health System, Kaiser Permanente, Stanford Business School, Unilever, and Cisco Systems, as well as dozens of school systems and thousands of health professionals in the US, Australia, and Europe.