

# emwave

personal stress reliever®

Media contact: Gabriella “Gaby” Boehmer  
(831) 338-8710 or [gboehmer@heartmath.com](mailto:gboehmer@heartmath.com)

## **American Institute of Stress Honors HeartMath’s *emWave Personal Stress Reliever*® with the Award for Distinction and Innovation**

July 19, 2007, Boulder Creek, California - HeartMath® is honored to have their handheld *emWave Personal Stress Reliever*® technology be the first recipient of the American Institute of Stress Award for Distinction and Innovation. This award is granted to products and services that have been formally evaluated and validated by the American Institute of Stress ([www.stress.org](http://www.stress.org)). *emWave Personal Stress Reliever* ([www.emwave.com](http://www.emwave.com)) was introduced in July 2006 and has since become one of the leading personal stress reduction technologies on the market today. In 1999 HeartMath broke ground when they introduced the first affordable consumer stress-reduction technology product called the *Freeze-Framer*® *Interactive Learning System* using their patented heart rhythm feedback. Their recent *emWave Personal Stress Reliever* embodies this same innovative technology in a unique mobile device that is sleek, convenient, and highly effective.

“We are proud to recognize HeartMath as the first recipient of our Award for Distinction and Innovation. The *emWave Personal Stress Reliever* is a unique stress reduction tool that is unusually effective for reducing stress, anxiety and improving performance”, says Paul J. Rosch, M.D., F.A.C.P., President of the American Institute of Stress. “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.”

*emWave Personal Stress Reliever* essentially mirrors your emotional state by reading your heart rhythms and gives real-time feedback so you can more effectively manage stress and reset your inner balance anywhere, anytime. *emWave Personal Stress Reliever* includes an animated instructional CD-Rom that guides you through one of HeartMath’s scientifically-validated techniques for stress relief, called Quick Coherence®. The *emWave Personal Stress Reliever* is just one of many components that comprise the HeartMath System ([www.heartmath.com](http://www.heartmath.com)) of stress and performance solutions.

Dr. Rollin McCraty, Director of Research for HeartMath, says, “Receiving this award from an internationally recognized authority in stress medicine is an honor. We set out to create an effective stress relieving technology that is scientifically sophisticated yet fun and simple to use. Taking 16 years of rigorous research and crunching it into personal technology that objectively and reliably measures heart coherence for stress reduction was quite an undertaking. This award is yet another confirmation that we have successfully taken an advanced science and put it into a user-friendly format that anyone can use and benefit from.”

More than a dozen independent studies utilizing HeartMath’s technologies are underway. Respected organizations including Kaiser Permanente, Veterans Administration, and University of North Carolina are exploring the benefits of these technologies with various health challenges including anxiety, stress, ADHD, and hypertension.

A number of Veterans Administration Medical Centers have been using the *emWave Personal Stress Reliever* with veterans suffering from Post Traumatic Stress Disorder (PTSD), psychological and physical conditions, chronic pain, and substance abuse. *emWave Personal Stress Reliever* has been a very effective tool to help



soldiers reestablish control over bodily functions and provide relief from the strong emotional states, such as anger and anxiety, that are characteristic of PTSD.

HeartMath has earned a global reputation for their innovative research. The HeartMath System is being used by Duke Medical Center, Stanford Hospital and Clinics, Blue Cross Blue Shield, Sutter Health, and many other top medical centers around the world.

### **HeartMath®**

*HeartMath LLC, a wholly-owned subsidiary of Quantum Intech, is a cutting-edge performance company, with international partnerships on four continents, 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 research 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.*

### **American Institute of Stress**

*The American Institute of Stress (AIS) is a non-profit organization established in 1978 at the request of Dr. Hans Selye, who originated the term "stress". AIS serves as a clearinghouse for information on all stress-related subjects. Dr. Paul J. Rosch, who co-authored works with Dr. Selye, is President of The American Institute of Stress, Clinical Professor of Medicine and Psychiatry at New York Medical College, and Honorary Vice President of the International Stress Management Association. Other AIS founding members included Linus Pauling, Alvin Toffler, Bob Hope, Michael DeBakey, Herbert Benson, Ray Rosenman and other prominent physicians and health professionals and lay individuals interested in exploring the varied effects of stress on our health and quality of life. The American Institute of Stress is dedicated to advancing our understanding of the nature and importance of mind-body relationships, and how to utilize our vast innate potential for self-healing.*