

Want a stress-free Christmas before the holidays even start - MyCalmBeat

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A new product that unlocks the power of an individuals breathing rate to manage stress may be the key to eliminating tension over the Christmas season.

The Australian company Brain Resource developed MyCalmBeat, which delivers the same benefits as meditation in cutting stress and improving thinking but in a fraction of the time, via smartphones and computers.

There is no doubt that Christmas is one of the most enjoyable times of the year but it can also be one of the most stressful, said Dr Evian Gordon, Chairman and CEO of Brain Resource.

The high expectations of the festive season combined can impose a high level of stress on people.

So whats the answer to reducing stress at Christmas and all year round? Well it all comes down to breathing.

Variability of your heart beat to beat rhythm is critical in achieving a more relaxed, less stressful state.

We all have 1 best breathing rate that makes us MOST Calm. This can be easily and quickly (12 minutes) be calculated using an ear clip heart rate monitor.

"You can then use that breathing rate to Calm Yourself over Xmas. Brain Resource offers apps to help you do just that on your computer or your Smart Phone.

MyCalmBeat uses a digital body picture to prompt the user to adjust their breathing to their optimum rate and show them, via seeing their own heart in action in their computer screen, how they train themselves to be Calm.

Your 1 best breathing rate remains consistent throughout adult life, and usually only varies during childhood or pregnancy.

Brain Resource has collaborated with Dr. Richard Gevirtz, a professor at the Alliant International University in San Diego, California, who conducts research in heart rate variability in the development of MyCalmBeat.

People have known the benefits of slow breathing for centuries. MyCalmBeat provides them with the easiest way to add new scientific objective measurement, personalize it and maximize those benefits in the shortest amount of time.

And the lead up to the Christmas holiday season and the New Year is a great time to shift from Knowing to Doing, said Dr. Gordon.

Free 10 minute Webinars on MyCalmBeat and Brain Training at:
www.BrainResource.com/Webinars

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About Brain Resource

Brain Resource (OTC: BRRZY, ASX: BRC) translates new findings about the brain into engaging products for consumers, employers and clinicians to improve cognition and brain function. With offices in Sydney and San Francisco, and agents in Europe and Israel, the company is underpinned by an international consortium of scientists and clinicians that bring together all aspects about the brain that are usually assessed independently. For more information, please visit www.brainresource.com

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