

From the frontiers of science comes a new, drug-free program to control hypertension

"...HeartMath is powerful medicine."

—from the foreword by **Mimi Guarneri, MD**, author of *The Heart Speaks*

One-third of American adults now has hypertension

High blood pressure is a national epidemic. Research now tells us that the number of adults with hypertension in the US has risen from fifty-million to sixty-five million in the last ten years. That means that one-third of all American adults has it and is at elevated risk for heart disease, stroke, and kidney disease.

HeartMath® has a solution that is drug-free and clinically validated

"It's unlikely that there's any doctor who wouldn't jump for joy to have a patient who could avoid the use of medications entirely—really," say cardiologist Bruce M. Wilson, MD, and Doc Childre authors of **The HeartMath® Approach to Managing Hypertension: The Proven, Natural Way to Lower Your Blood Pressure**. Why? Because hypertension medications often come with considerable side effects and may not ultimately get blood pressure down.

In their breakthrough new book, Wilson and Childre teach you how to use HeartMath® techniques to combat one of the main contributors to hypertension: stress.

From chaotic to coherent

Several years ago the researchers at the Institute of HeartMath® discovered a curious fact that led to the development of an innovative and effective program for stress relief. When you are feeling positive emotions, which diminish stress your heart rate variability (HRV) appears as a smooth, regular up-and-down pattern on a monitor—what physicists would describe as "coherent." When you're feeling difficult emotions that fuel stress it appears as a jagged "mountain-range"-like pattern, which is dubbed "chaotic." This led them to develop a series of exercises for changing heart rate variability to induce calm. So, instead of changing your thoughts to change your HRV and then experience calm, you change your heart rate variability to induce calm and alleviate stress.

Use of these stress-relieving exercises has been shown to lower blood pressure significantly. They are simple, easy-to-use, and can be put into practice any time anywhere. Anyone who want to lower blood pressure safely and effectively now has an exciting new tool at their disposal.

NEXT: A Sample HeartMath Exercise...

**FOR AN INTERVIEW REQUEST OR MORE INFORMATION CONTACT:
Earlita Chenault, 510-652-0215, ext.142; earlita@newharbinger.com**

The HeartMath® Approach to Managing Hypertension: The Proven, Natural Way to Lower Your Blood Pressure Bruce C. Wilson, MD, and Doc Childre, with a foreword by Mimi Guarneri, MD; January 2007; New Harbinger Publications; \$12.95; trade paper; ISBN-10: 1-57224-471-0; ISBN-13: 978-1-57224-471-9; 5.25 x 7.5; 150 pages; www.newharbinger.com; 800-748-6273



The facts about HeartMath® & hypertension

1. After HeartMath techniques were taught to employees at Motorola those who had hypertension saw a significant drop in blood pressure.
2. After three months of practicing the HeartMath program employees at a global information technology company saw an average drop in systolic blood pressure of 10.6 points and a drop in diastolic blood pressure too.
3. A study of correctional officers in three prison facilities who followed the HeartMath program showed significantly lowered levels of blood pressure after three months using the HeartMath techniques.

Sample Exercise: The Neutral Tool

The Neutral Tool

Think of Neutral as a “time-out zone” where you can step back, neutralize your emotions, and see more options with clarity. The HeartMath Neutral tool has only two simple steps: Heart Focus and Heart Breathing.

Heart Focus

When you feel your stress button being pushed, recognize it. Then shift your attention from all that internal noise and chatter in your head down to the center of your chest—the area around your heart. (After all, if you’re going to use this master pendulum, you’ll need to engage it by focusing in that area.)

1. Simply let your attention drop gently down to your chest, and try to focus there. The next step will help you keep your focus in this area so you’ll be able to maintain it.

Heart Breathing

Imagine that you are slowly breathing in and out through your heart. Of course, you can’t actually breathe through your heart—that’s what your lungs are for. But engaging your heart and using your imagination is very important to the process. So slow your breathing down a little. Count to five or six while you’re breathing in through your heart—slowly and easily—and let it out to a count of five or six. This helps regulate your HRV. Now, gently, without extra work or effort, forget counting and just let the air come in and go out in that easy rhythm while you try to disengage from stressful thoughts and feelings.

2. Take a time-out; breathe slowly and deeply. Imagine the air entering and leaving through the heart area, or center of your chest. Try to disengage from your stressful thoughts and feelings as you continue to breathe. Repeat this a few times, keeping your focus right in the center of your chest until you’ve taken the charge out of the negative thoughts and emotions and you feel your stress response “neutralized.”

About the Authors of *The HeartMath® Approach to Managing Hypertension*

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 hometown 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 health care division.

Doc Childre is the founder and chairman of the scientific advisory board of the Institute of HeartMath, the chairman of HeartMath, LLC, and the chairman and co-CEO of Quantum Intech. He is the author of eight books and a consultant to business leaders, scientists, educators, and the entertainment industry on Intui-Technology®. His HeartMath System and proprietary heart rhythm technologies for coherence building, called Freeze-Framer® and emWave® Personal Stress Reliever®, have been covered on national and international media, including NBC's *Today Show*, ABC's *Good Morning America*, CNN.com, *Psychology Today*, the *Wall Street Journal*, and the *Los Angeles Times*.

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Suggested Interview Questions for Bruce C. Wilson, MD

1. Let's start with a basic question: what is blood pressure and why should we be concerned if it's high?
2. You say that the rate of hypertension in the US has gone up markedly in the last ten years. Why do you think this is the case?
3. Can you give us a lay person's understanding of how the HeartMath system works to lower blood pressure?
4. A chapter of *The HeartMath® Approach to Managing Hypertension* is entitled, "Stress and Hypertension," and in it you talk about several stress hormones. Can you tell us how they effect blood pressure and how HeartMath addresses them?
5. What is the difference between heart rate, i.e., the number of beats per minute and heart rate variability?
6. What is the baroreceptor reflex and why do you liken it to a thermostat that HeartMath can help reset?
7. You say that "there has been a major shift over the years to try to use more 'natural' therapies." Why has this happened and how did you, a conventionally trained doctor, become interested in HeartMath?
8. Can you walk us through a HeartMath exercise?
9. Surprisingly, you say that "in the vast majority of cases, doctors have no idea what causes hypertension." Aren't factors like stress and obesity causes?
10. You say that "it's unlikely that there's any doctor who wouldn't jump for joy to have a patient who could avoid the use of medications entirely." Why?

Praise for *The HeartMath® Approach to Managing Hypertension*

"Connecting the mind, body, and emotions, HeartMath offers a quickly learned, scientifically validated approach to decreasing stress and impacting cardiac risk factors such as high blood pressure, diabetes, arrhythmia, and chest pain.

Everyone needs to learn these techniques."

—Mimi Guarneri, MD, FACC, author of *The Heart Speaks* and Medical Director at Scripps Center for Integrative Medicine, La Jolla, CA

"...(The Heartmath® Approach to Managing Hypertension) will be **useful for anyone who wants to understand hypertension** and the range of options available to address it."

—Kenneth M. Riff, MD, executive director of the Hawaii Heart Brain Center at North Hawaii Community Hospital

"...Although there are numerous antihypertensive drugs, there is no algorithm that guarantees which will work best in any given patient and many have serious side effects. In contrast, the HeartMath approach is completely safe and **its efficacy has been demonstrated in years of cutting-edge research** on heart rate variability feedback."

—Paul Rosch MD, president of the American Institute of Stress

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"...If you have hypertension, this book is a **must read...**"

—**Alan P. Feren, MD**, president of Feren Healthcare Insights, LLC, and former chief medical officer of Sutter Health Practitioners.

"...**All Americans should read this book.**"

—**Lee Lipsenthal, MD, ABHM**, heart disease researcher and president of the American Board of Holistic Medicine

"...**HeartMath's research has been instrumental in demonstrating the role of certain emotional states in our stress response mechanisms.** HeartMath philosophy and tools have shown that by influencing these emotional states and their associated physiological mechanisms often responsible for hypertension, patients can take control and positively improve their physiology..."

—**Tony Yardley-Jones, MD, Ph.D.**, specialist in occupational medicine at Chelsea & Westminster, London, UK, and director of occupational health at the Royal Berkshire Hospital, Reading, UK

"...Wilson and Childre have put together a **well-referenced, scientifically supported novel approach** to one of our nation's biggest killers—hypertension..."

—**Kathy Berra, MSN, ANP, FAAN**, past president of the American Association of Cardiovascular and Pulmonary Rehabilitation Cardiovascular Medicine and Coronary Interventions, Redwood City, CA

"While there are hundreds of books on controlling high blood pressure, *The HeartMath® Approach to Managing Hypertension* **clearly stands out as a breakthrough work...**"

—**Charles B. Inlander**, president of People's Medical Society

"...As the CEO of a large hospital, I am **wholly supportive of the HeartMath methodology** to reduce stress in the workplace and in our daily lives..."

—**Mary M. White**, chief executive officer of the Swedish Medical Center, Denver, CO

"You can feel the passion and caring put forth by these dedicated professionals. I can **highly recommend it** to anyone in the health care field as well as individuals afflicted by this chronic illness..."

—**Nick Hilger**, senior vice president of strategic development for United Healthcare

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