

7 Stress Relief Secrets:

Natural Stress Relief & The Power of Biofeedback

In this Special Report, you will learn:

- Why trying to eliminate all stress can actually be counterproductive
- The top causes of stress in your everyday life, and how to combat them
- Why so many people fail to effectively deal with stress
- The critical distinction between “good” stress and “bad” stress
- What common responses to stress are harmful, and should be avoided
- Why biofeedback represents a significant break-through for stress relief
- How the StressEraser® is revolutionizing biofeedback and stress relief
- And more...

About This Special Report

We created this special report to help you better understand stress. In this report, we explain what stress is, why it exists, how it works, and its effects, as well as provide advice on how best to relieve stress in your life.

We answer many common questions about stress, and provide some helpful guidance for understanding and better managing the sources of stress in your life using natural, effective stress relief techniques – notably, biofeedback.

Our goal is that, once you better understand stress, you'll be in a much better position to reduce your stress and control your own response to stress.

So without further delay, let's dive in...

Stress Relief Secret #1:

The *Real* Reason Why You Feel “Stressed-Out”

We’ll get to that, but first let’s start at the beginning...

First of All, What is Stress?

Stress is a word that can mean many things, with many slightly varying definitions. But for the purpose of this report, put simply, **stress** occurs when an event or situation is too much for you to handle. People experience stress in response to physical and/or psychological stimuli. We may experience stress in anticipation of specific **stressors**, such as preparing for a big presentation, running late, or fighting with a spouse.

What Actually Happens When You’re Stressed?

When you get stressed, you’re actually experiencing the “**fight or flight**” response. You may have heard of this before – the “fight or flight” response is what animals (and humans) experience every day.

When you respond to a stressor, and experience the “fight or flight” response, your body prepares to deal with that stressor. It turns off everything that’s not needed to fight the stressor (which is why uncontrolled stress can lead to digestive problems). Your body sends

blood to your brain so you can think fast and respond to the perceived threat at hand. Your adrenaline pumps, your heart beats faster and breathing accelerates. Your body gets ready for action – even when you’re sitting still in traffic on the highway.

Why Are We So Stressed Out All The Time?

It’s important to understand that our responses to stress have deep evolutionary roots.

Imagine you’re transported back to the earliest days of human civilization. If a saber-toothed tiger is about to attack you, it’s a pretty good idea to take advantage of your natural “fight or flight” response, and either fight back or get out of the way. Because of a healthy response to stress, our ancestors were able to live long enough to reproduce and eventually bring us into the world.

And, in today’s world, it’s useful to be able to react if a car is about to run you over. But more often than not, when we’re stressed – for example, at the office – we’re in no *real* physical danger that requires this type of adrenaline-fueled response. It’s overkill.

Unfortunately, that same “fight or flight” stress response is what kicks in when we’re faced with modern stressors. Most of today’s typical stressors – office politics, deadlines, college tuition bills, etc. – weren’t around in the early days of early human development, but they cause the same response. These everyday sources of stress trigger that same “fight or flight” reaction, but – unlike the saber-tooth tiger – *they stick around... They don’t go away...*

Stress Relief Secret #2:

Understanding Not *All* Stress Is Bad...

Significantly, the stress that is *helpful* to help you in the short term (for example, against the saber-toothed tiger) is *harmful* in the long-term. Faced with ongoing stress, your body starts to harm itself rather than protect itself. As an example, chronic stress can result in ailments such as high blood pressure – because your body doesn't un-tense itself.

Good Stress vs. Bad Stress

The significant thing to distinguish between is **short-term** vs. **long-term** stress.

Short term stress is actually good because it can help you avoid danger or help you improve your performance. An example of “good” stress is when you're cramming for a test or trying to finish an assignment with a tight deadline. The short-term stress improves your focus and makes you get the job done. On the other hand, **long-term** (or “chronic”) stress is counterproductive.

Let's continue the schoolwork example. Most likely, you have had the experience of working hard, for several weeks or months, right up until a holiday break – and then just when you have time to relax, your body falls apart and you get sick. This happens as a result of long-term stress. In the **short term**, your immune system kicked in and you didn't get the flu when dealing with the stressor. But in the **long-term**, once the stressor passes, your immune

system is worn out. And as a result, you're sick on vacation.

So we've established that not all stress is created equal. While we're at it, let's tackle 3 other common myths, mistakes and misconceptions about stress.

Myth: *It's just a part of life, and there's nothing you can do about it.*

It's true that stress is a common part of everyday life. But too many people don't think there's anything they can do about it. They feel helpless, or they just expect to be stressed out, and expect life to be overwhelming. They don't take action to resolve the problem. Or they don't even realize that stress can be causing long-term damage to their body, mind, health, relationships, and overall quality of life.

So, congratulations on getting this far! Just by beginning to research the problem, you've taken more steps to control stress than many people ever do.

Mistake: *The tendency to look for quick, easy and unhealthy fixes.*

A large number of people have the tendency to seek a "quick" or unhealthy fix to combat stress. For example, many people smoke cigarettes, and many more turn to alcohol as a means for stress relief. But while alcohol can be an effective short-term stress reliever, it has a number of down sides. Specifically, it does not actually deal with the problem of the stressor. Additionally, excessive alcohol can cause health problems and exert a significant strain on

relationships. Rather than reducing stress, these apparent “quick fixes” usually make things worse.

Misconception: *You can eliminate all sources of stress in your life.*

Some people believe that they can eliminate all sources of stress in their lives. This may seem like a great idea, especially if you’re highly stressed and are feeling the negative effects of stress. But, to be blunt, it’s probably never going to happen. Eliminating all sources of stress is simply not realistic. And as we addressed earlier, some types of stress (and certain responses to stress) can actually be quite helpful, healthy and productive.

The truth is, no silver bullet is going to change the fact that your teenage son is out with the car on a Saturday night – or magically erase whatever other stressor you may experience on a given day.

But certain approaches can help you control your stress, so your stress isn’t controlling you.

With the right approach, **you *can* eliminate and erase the harmful effects of chronic stress.** The key is to **be in control of how stress affects you**, so that you can avoid the negative consequences of stress and combat chronic stress from affecting your health and quality of life.

Stress Relief Secret #3:

Identifying *Your* Causes of Chronic Stress

Earlier, we explained how “chronic” stress is the bad type of stress. The next step towards gaining control over chronic stress is to find out where it’s coming from.

Here are some of the common sources of chronic stress:

- **Your health**, including chronic illnesses such as arthritis and diabetes
- **Your emotions**, including an inability to control powerful emotions
- **Major transitions and life changes**, such as the death of a loved one
- **Your family**, including your relationships with your children, spouse, or in-laws
- **Your surroundings**, including safety and crime in your neighborhood
- **Your job**, including dissatisfaction with your work or pay, or unemployment
- **Your social situation**, including poverty, loneliness, discrimination, or harassment

People experience chronic stress for a variety of reasons.

Rather than creating a massive list of every possible stressor, **the important priority is for you to identify the main sources of chronic stress in your life**, and become aware of them, so that you can control your reactions to them.

If you are experiencing chronic stress as a result of one or more of these causes (or any others), then it’s critical that you **take action** to gain control over your stress today.

Stress Relief Secret #4:

Finding *Your* Reason to Control Stress

If you have chronic stress, then you likely want to reduce the immediate discomfort caused by chronic stress. However, there are 3 good reasons to reduce stress, beyond eliminating the discomfort of stress itself.

Reason #1: To Reduce Health Risks

When you're stressed, you are putting yourself at risk for long-term health problems. One of the foremost examples is high blood pressure. But stress can also adversely impact cholesterol levels, trigger sleep disorders, and stress-related conditions such as diabetes. In fact, chronic stress can aggravate depression and anxiety. And, of course, chronic stress can lead to heart attacks. Left to its own devices, chronic stress can literally kill you. It's critical to deal with stress now to avoid these problems later.

Reason #2: To Improve Your Performance

As we explained earlier, in the short term, stress can actually help you. But long-term "chronic" stress doesn't help you. Our bodies are designed to perform well with stress in the short term, but over the long term it hurts us. You gain more from rest and relaxation over the long-term than from being stressed. If you're interested in improving your performance at school, at work, or in any other activity, then it's important to get control over chronic stress.

Reason #3: Increase General Quality of Life

Chronic stress negatively impacts inter-personal relationships. If you're completely stressed out all the time, it will take its toll on your relationships with the people who matter most in your life: your kids, spouse, friends, and other loved ones.

Don't be so stressed out that you miss the good things in life.

Stress Relief Secret #5:

Engaging Your “Relaxation Response”

So, at this point, you're might be asking, “OK, I know what stress is, I know I have it, I know why I need to fix it... So what do I do? What are my options? Where can I go wrong, and how do I do it right?”

As we discussed, many people fail to effectively reduce stress because they rely on unhealthy “quick fixes” such as alcohol or over-eating to feel better in the short-term. If you want to improve your ability to combat chronic stress, then it's important to “go natural” – to use natural stress relief techniques.

Some of the best, proven, long-term solutions include natural stress relief techniques such as **exercise, meditation, and yoga**.

Most likely, the fact that exercise, meditation, and yoga are great stress relief techniques comes as no surprise to you. But it's not quite that simple or easy.

After all, if nearly everybody knows that these things are good for you, **why don't more people follow through?** Because, as you probably know, these techniques all have unique challenges for many people.

Let's go through some of these challenges, one-by-one:

- One of the best things you can do is to get **regular exercise**. But if you're very busy, adding 45 minutes per day of exercise may not be the easiest answer for you. Let's say, even with a busy schedule, you're getting 2 or 3 sessions in per week – that's great! But it still may not be enough to really reduce your stress.
- **Meditation** can be great, but it's intimidating to many people. And if you can't do it, or get can't get yourself to keep doing it, then you don't reap the benefits.
- **Yoga** helps for many people reduce stress, but it has same pitfalls as exercise – it's time-consuming. It can be difficult to find the time to get in your yoga clothes and get to a class.

What's so good about these natural techniques is that they help elicit your body's natural "**relaxation response.**" We face so much stress in our day-to-day activities that we actually have to retrain ourselves to relax, in order to combat chronic stress. It sounds crazy, but

science has proven that you have to learn to teach your body's relaxation response to turn on. It sounds simple, but we have so many stressors, that it actually takes practice to relax.

What if there was a **faster, easier way to elicit this “relaxation response,”** so that you could more easily reap the benefits of natural stress relief *without all the hassle?*

Stress Relief Secret #6:

Biofeedback: The Ultimate Stress Relief “Short-Cut”

Introducing “Biofeedback”

It turns out there is a scientific solution called **biofeedback** that **solves this problem** – biofeedback helps you engage your relaxation response quickly and easily. Biofeedback essentially provides the same stress relief benefits that exercise, yoga, and meditation all do – *in less time.*

How is this possible?

When you're exercising or meditating or practicing yoga, you may be eliciting the “relaxation response” – *but you may not be.* You might be a little bit off the mark, and you won't reap the full benefits.

The power of biofeedback lies in its ability to actually detect whether (or not) you are engaging your “relaxation response.” Biofeedback allows you to know when you are *definitely* getting the stress relief benefit that you’ve set out to achieve. In other words, biofeedback is an incredibly efficient form of natural stress relief.

What does this mean to you?

With biofeedback, you can more easily get into and maintain a stress relief routine, so that you gain full control over your stress – naturally and permanently.

But let’s back up...

What exactly is biofeedback?

Biofeedback is any technology that non-invasively monitors your body’s functions – such as blood pressure, heart rate, skin temperature, or muscle tension – and conveys that information to you in real-time. Biofeedback has been clinically proven over 30 years of research to help people learn to use their body’s voluntary functions – such as breathing, focusing, or contracting muscles – to have an immediate and positive impact on their well being.

By communicating your body function in real-time, a biofeedback machine increases your awareness of a particular bodily function and allows you to exert greater control over these functions.

What types of biofeedback can help with stress?

Many types of biofeedback machines collect measurements that can ultimately help you learn to control your stress. For example, blood pressure machines, which enable you to check your BP fluctuations every day, help you to learn to positively reinforce behaviors that positively impact your blood pressure.

Perhaps the fastest growing type of non-invasive biofeedback is heart rate variability (HRV), which typically measures the time between heartbeats. HRV is popular because it is perhaps the best way to measure the activity of your nervous system. And, as with blood pressure, watching your HRV respond in real-time is a good way to see how behaviors, such as slow breathing or focus exercises, can lower your HRV and therefore help you combat stress.

Is biofeedback for everybody?

Until recently, the main drawback of biofeedback is that most biofeedback machines were big, bulky, and extremely expensive. Biofeedback was used only in hospitals, and physician or psychologist offices. Today, however, recent advances in technology have finally made biofeedback accessible to everyone.

Stress Relief Secret #7

Finally... A Portable, Lightweight, and *Affordable* Biofeedback Device

The StressEraser has changed biofeedback forever. Finally, you have access to a portable, lightweight, and affordable biofeedback device, so you can gain control over your stress anywhere, any time.



About the size of a cell phone, the StressEraser is a state-of-the-art precision medical instrument that measures your heart rate variability (HRV) from the pulse rate in your fingertip. The premise behind StressEraser stress relief is simple and has been used in practice by physicians, psychologists and meditation experts for more than three decades.

The StressEraser helps you **learn to relax** by prompting you to exhale at the optimal point in your HRV cycle to quickly activate your body's natural relaxation response.

Why The StressEraser was Developed

The StressEraser was invented by an award-winning scientist to address his own stress and

panic attacks. As he researched the roots of his stress, he was surprised to learn that there were no natural, non-drug, science-based solutions that addressed stress. And he became determined to make heart-rate variability (HRV) biofeedback accessible to the general population.

To make sure that people could access HRV biofeedback, anytime and anywhere without paying doctor's fees, he created specific design requirements for the StressEraser:

1. It had to be **easy to use** for anyone outside of the doctor's office
2. It had to have **no wires, cords, straps, or computers.**
3. It had to be **totally portable.**

After a few years of testing, he reached these goals. The StressEraser is completely self-contained, fits easily in your pocket or purse, and can be learned by watching a brief instructional video, which you can watch here:

<http://stresseraser.com/how-to-use-stresseraser/>

What Makes the StressEraser Different

The StressEraser is different from other stress solutions for a variety of reasons. First of all, it works! In addition, it involves no medication, and is lightweight and portable with no tethers, wires, or straps.

The company that created the StressEraser emphasizes proven science and clinical research in its product development, and is dedicated to bringing portable biofeedback into the mainstream of medicine.

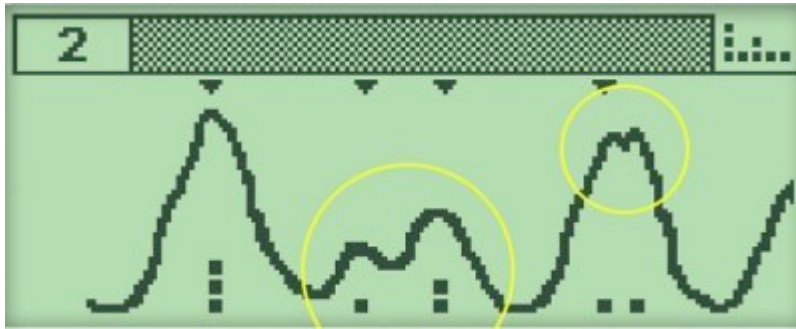
The StressEraser is FDA regulated. It is classified by the FDA as a Class II (510k-exempt) medical device. While the StressEraser is not approved for the treatment of any condition, it is registered with the FDA with an indication for relaxation, relaxation training, and stress reduction.

We are conducting numerous clinical trials and pilot studies to determine the efficacy of the StressEraser to treat a variety of stress-related conditions. We are studying the StressEraser with combat soldiers and veterans, and studies have been published that suggest effectiveness for stress-related conditions such as Anxiety, Depression, Post-Traumatic Stress Disorder, and Insomnia.

The Science of The StressEraser

We all know that slowing down your breathing can slow down your heart rate and help you relax. The StressEraser cues you to not only slow your breathing but, just as importantly, to synchronize your inhales and exhales with the natural cycle of your heart rate.

When you use the StressEraser, you see a “**BreathWave**” – a wave that goes up and down in response to your breathing. Here’s what the BreathWave looks like:



The StressEraser Breathwave is like a window into your nervous system. When you're stressed, your wave is jagged and spiky; when you're relaxed, your wave becomes smooth and consistent. StressEraser heart-rate variability (HRV) biofeedback is so accurate that you can actually see the impact of your inhales, your exhales and your thoughts on your heart rate cycle.

That's because the wave reflects the activity of your vagus nerve, which extends from your brain to your heart and branches out to your major organs. The vagus nerve is the primary nerve in your parasympathetic system, which activates your body's natural relaxation response. Because the vagus nerve is governed by your brain, distracting thoughts actually appear as a "break" in your StressEraser wave.

You can learn more about the Science of the StressEraser here:

<http://stresseraser.com/science-of-the-stresseraser/>

How The StressEraser Works

The StressEraser uses simple biofeedback symbols – squares and triangles – to cue your breathing. Triangles indicate the “peak” of the wave – that is, the fastest point of your heart rate in your HRV cycle. Squares provide a scoring system for your waves, so you know when you are focused and are breathing properly.

Your goal is to get 3 squares for each wave, which indicates that your parasympathetic system is active. The idea, of course, is to relax! This timing is the essence of how the StressEraser activates your vagus nerve, which in turn triggers your body’s natural relaxation response.

Beginning your exhale at the moment your heart rate begins its natural deceleration does two things:

- 1) It gets you into a parasympathetic-dominant or relaxed state more quickly, and
- 2) It helps extend the benefit of your body’s natural parasympathetic response.

Try the StressEraser Today, with Our Guarantee

The StressEraser is available to you with a “no-questions-asked” 30-day guarantee. We’re confident that you’ll love it, use it, and enjoy a less-stressed life, just like the tens of thousands

of our existing StressEraser customers. But if you decide – for any reason – that the StressEraser isn't right for you, simply return it for a full refund.

To try the StressEraser, click this link: <https://store.stresseraser.com/store/checkout>

StressEraser Recognition

The StressEraser has been featured on a variety of nationally recognized TV programs, including “Good Morning America,” “The View,” “The Rachael Ray Show,” ABC’s “Ahead of the Curve,” MSNBC’s “TechWatch,” and HGTV’s “I Want That!” in addition to countless local news and health programs.

In addition, the StressEraser has won national awards, including WIRED magazine’s “Best of GadgetLab,” Frost & Sullivan’s “Technology Innovation of the Year,” the American Institute of Stress’s “Seal of Approval,” and the “Best Device” at the National Wellness, Prevention & Fitness Conference. Today, more than 1,000 physicians and healthcare professionals are using the StressEraser in their offices and recommending to their patients.

Feedback from StressEraser Customers

Here is a sampling of what our customers have to say about the StressEraser:

“ THE DAY GOES BETTER. ”

"I've done it preventatively, first thing in the morning. Or sitting in my car before I go up to work. And the day goes better. And I just feel better."

Doug Austin

CEO, AVRPA Architects

“ I'M A BETTER MOM FOR IT. ”

"It's so calming, it's great. My relationship with my children is much better because I'm a calmer mother. I'm a better mom for it and that's where it's changed my life.

Carrie Boyd

Cartersville, GA

Appeared on "Good Morning America"

“ TREASURED BY THE GUYS AND GALS SERVING HERE IN IRAQ. ”

"This is a very highly stressful situation here. Crews are overworked, stressed out, shot at, and away from loved ones.

Your StressErasers are very treasured by these guys and gals serving here in Iraq. I love to see the looks on their faces when they plug-in for the first time.

It's perfect for our mission since Aircrews are not allowed to take medications and if we go to someone to talk about stress we risk losing our security access.

The StressEraser allows us to erase the stress without either, and as a bonus feel like we are taking care of things without help from others."

SGT Dan Bauer

U.S. Military, Iraq

“ I AM IN MUCH BETTER CONTROL OF THE SHAKES, ANGER AND NIGHTMARES THAT PLAGUE DISABLED VETERANS LIKE ME.”

"Thanks to the StressEraser I am ahead of schedule, and in much better control of the shakes, anger, nightmares etc. that plague disabled veterans like me... I see this as a revolution in therapy that has scientific results that cannot be ignored."

Chuck T.

Puna, HI

“ IT HAS BEEN A LIFESAVER. ”

"I am going through treatment for breast cancer which is why I try to get 50 points in the morning before I have to go to the hospital. It has been a lifesaver though as far as helping me relax while going through treatments. Thanks again for your help."

Mary Stokes

Media, PA

“ ON A SCALE OF 1-10, I RANK IT A 10. ”

"I decided to try the StressEraser during a particularly difficult time in my life as an alternative to taking anti-anxiety medication. It took me a couple of days to really become proficient with it, but now I use it everyday on the subway on my way to work, as well as on an as needed basis during my work day. After 25-30 points I find myself very relaxed, but also alert, energized and more centered in difficult situations. On a scale of 1-10, I rank it a 10 – wonderful, clever design, and very easy to

use."

Ellen G. C.

Bethesda, MD

“ THANK YOU FOR A WONDERFUL PRODUCT! ”

"I purchased this StressEraser for my daughter after reading about it in the Washington Post. My daughter has been plagued with migraines made worse by stress. She is currently a college sophomore. She LOVES this little machine. It has helped her tremendously in trying to control her headaches and helps with that college stress and especially with sleeping. Thank you for a wonderful product!!"

Nancy

Gaithersburg, MD

“ I AM VERY GRATEFUL. ”

"I am very grateful for the product. I have told my national coaching class about it, as we are studying stress resiliency. I am so happy for your firm

that you have had such astounding success. You deserve the rewards of inventing a great product."

Aline Gaubert

Austin, TX

“ A CUTTING EDGE PRODUCT THAT TRULY HELPS PEOPLE. ”

“Thank you so much for your EXCELLENT customer service. What an amazing company; a cutting edge product that truly helps people AND truly great customer service! I will continue to demonstrate my StressEraser to people and encourage them to get one... You’re the best. A happy customer.”

John Ernest

Carpinteria, CA

“ YOUR PRODUCT IS MARVELOUS. ”

"Your product is marvelous. I use it practically every day and definitely feel more in control of my emotional state."

Kirk Mathews

Hidden Hills, CA

“ PROBLEM RESOLVED. ”

"For the past 1 1/2 years I have suffered from IBS mostly in the form of constipation. Last week I was remembering what your web site says about the vagus nerve and thought there might be a connection. So I decided to dust of the StressEraser and put it to the test. 100 points when I get in bed and 100 points before getting out of bed. Because I also suffer from insomnia, I also used it during those early a.m. wake ups to put myself back to sleep. I'll skip the details, but I will say, this...problem resolved! I had results in 24 hours and consistently for a full week since then. Yea for the StressEraser!"

Eris Mylo Watson

Oakland, CA

“ THE BEST WAY THAT I’VE FOUND TO ELIMINATE THE STRESS IN MY LIFE. ”

"Two or three weeks into using the StressEraser, I started to feel really dramatic changes in the way I was behaving, in the way I felt. In the way I was making decisions.... And I'm not dumping things into my body that I obviously don't really need...

I use the StressEraser before exams and tests, before my classes and I'm able to focus on what I need to focus on and absorb that information. I'm not as short-tempered with family, friends, clients. It helps me be an all-around better person.

Using the StressEraser is the best way that I've found to eliminate the stress in my life."

Tonya Moore

Galion, OH

“ IT'S PRETTY AMAZING. I CAN SEE AN OVERALL IMPROVEMENT IN PERFORMANCE. ”

"Just a brief up-date on my personal usage of the StressEraser; its pretty amazing. Its only been 2-3 weeks, but when I run now, I see a noticeable difference! I can run farther and easier. Normally it takes some time to

get into the rhythm, but now I warm up faster and can see an overall improvement in performance! Can't wait to see what else is coming!"

C.C., Rutgers University

Piscataway, N.J.

“ MY SECURITY BLANKET DURING STRESSFUL TIMES. ”

"I have grown to depend on my StressEraser during difficult times. It is truly a wonderful tool. Actually, it's my security blanket during stressful times."

Judy Blanton

Montclair, CA

“ MY FAMILY APPRECIATES THEIR CALMER FATHER. ”

"Having a stressful job, I developed a habit of clenching my teeth at night, and would wake up several times. When it was finally time to wake up, I would always feel tired. The StressEraser has provided me with the ability to sleep through the night, and I no longer clench my teeth."

The genius of the StressEraser is in it being an external device in which to focus on, with quantifiable goals, as opposed to attempting to breathe calmly on my own, and often getting derailed by fixative circular logic.

My family also appreciates their calmer father."

Robert S.

Ft. Myers, FL

“ I’VE NOTICED BETTER RESULTS IN MY STOCK TRADING. ”

"I was given the StressEraser as a gift some time ago. Among other things, I’ve noticed better results in my stock trading! Most market psychologists recommend some form of breathing exercise for traders to control their emotions.

The problem is many retail investors take a few deep breaths and assume they are done. Many traders that I speak to talk about trading the news, but more often than not they are actually trading based on what they feel about the news. Despite taking a few meditation/breathing classes myself I haven’t been as disciplined as I would’ve liked.

That is where your product has helped me. It makes you feel like you're getting instant results, but seems to be more than just a quick fix, which is why I think it would be a popular tool for investors."

Jason Augustine

Redwood City , CA

“EVERY MORNING, THE FIRST THING I DO IS PUT MY FINGER IN A STRESSERASER.”

"Every morning, as I awaken, the first thing I do, even before I get out of bed, is put my finger in a StressEraser, breathe softly and run up 50 to 100 points. It's such a pleasant, relaxing way to start the day.

Every night, as I am about to drift off to sleep, the last conscious thing I do is put my finger in my StressEraser and run up another 50 to 100 points. ...So, you see, there's no need for me to visit your website to learn about the StressEraser. I already love it!

If you check your records, you'll see that I purchased three in the last several months. One for our home in Garden City. Another for our home in the Hamptons. And a third for my travel bag, because I've grown so accustomed to it, I don't want to risk forgetting it on trips.

You have an awesome product here."

Gary Bencivenga,

Garden City, NY

“YOUR PRODUCT IS AWESOME.”

"I am a commodity trader and have recommended your product to many of my trader colleagues. Your product is awesome."

Norman Schmid

Chicago, IL

“I WAS TRYING TO RECOVER FROM SURGERY... WHAT A LIFT!”

“I am a very happy customer. During my peak period in the development cycle of a new software release I had to have back surgery. So I was trying to recover from surgery and work long hours at the same time.

I ordered a StressEraser in hopes it would help me handle the situation better. It did, and it continues to work, guiding me quickly into much

better meditation than I've ever enjoyed before. What a lift! Good job, folks, and thanks."

Len Cook

Fremont, CA

“ I GOT IT AND I THINK I'M LOVING IT. ”

"I got it and I think I'm loving it. It was hard at first, but I seem to have finally learned how to relax and can take the waves from being all jittery to a nice sine wave in just a few seconds. I think I needed something to teach me to relax because it doesn't come normal to my Type A personality.

Now, when I feel myself stressing a bit, I just start breathing consciously - whether or not I'm holding the StressEraser. I used it on the plane and wasn't upset by the long lines in customs (though I saw some other people who really could have used a StressEraser). I've been using it about 3 times / day on average and racking up about 40-60 points at a time and then trying to get 100 right before I go to bed (though sometimes I fall asleep while doing it)."

Robert Rohnin

Jacksonville, TX

“ I FEEL SO MUCH BETTER. ”

"I must say that after using the StressEraser in any situation I feel so much better."

Lavonne Nelson

Joppa, MD

“ HELPS ME RELAX RIGHT BEFORE BED. ”

"It really helps me relax right before bed which is greatly helping me."

Michael Erwin

Sallisaw, OK

“ I LOVE THIS DEVICE. ”

"I just can't say enough good things about this device...I love this device."

Sheila S.

“WHAT I REALLY NEED.”

"It does help me to feel more relaxed-which is what I really need."

Frances Bott

Newport News, VA

“SIMPLY GENIUS.”

"Every time I look and hold this thing I can't even imagine how many countless hours went into design and fabrication. Man, this thing is SLICK! Everything down to the smallest details, like the battery direction icons, is simply genius!"

Gregory C.

“MY CALMEST DENTAL VISIT YET.”

"I took mine to the dentist yesterday and while the hygienist was working on me, I used it and actually it was my calmest dental visit yet. I have been in several wars, flown over 10,000 hours in combat jets, visited New York City, and one Worlds Fair, but I have always been more stressed in dental visits than anything else."

Stephan P.

“ IT REALLY SHOCKS ME AT HOW GREAT IT WORKED. ”

"I am totally amazed at how much better I feel. I have more energy, I am more alert and even optimistic. It really shocks me at how great it worked."

Glenna Holiday

Merced , CA

Copyright © Western Cape Direct LLC, 2009. All rights reserved. Western Cape Direct is the exclusive factory-direct distributor of the StressEraser personal biofeedback device.

StressEraser®, the StressEraser Breathwave® and the StressEraser wave logo® are registered trademarks of Helicor, Inc. All other trademarks in this document are the properties of their respective owners. LMA-00112.

The StressEraser is not approved for the treatment of any condition. It is regulated by the FDA with an indication for relaxation, relaxation training and stress reduction. If your symptoms of stress persist, consult your healthcare professional. For more information, go to <http://stresseraser.com>.