



## PROFESSIONAL QUOTES

"Stress Eraser is a critical teaching tool – it's the best metrics available to measure, monitor and control your stress. It will change how you experience and solve stress. I use it every time in all my corporate training programs at Harvard University Law Schools."

Mark A. Thornton  
Former COO, JPMorgan  
Author "Meditation in a New York Minute"

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"Several of the high level players I work with on the PGA Tour are using the StressEraser frequently and finding that they are able to transfer this mental training to the golf course under the acute pressure of tournament golf... The StressEraser and the specific mental training that is done with it helps a player to recognize the signs of performance anxiety and deal with it before damage is done and strokes are lost due to poor focusing... I am currently using the StressEraser with several players who are consistently at the top of the tour's leaderboard each week and several other players have acquired the StressEraser in the never ending search for training techniques that will make them better performers when it counts the most."

Fran Pirozzolo  
Sports Psychologist  
Noted Coach and Author

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"The benefits of the relaxation response can be directly observed and enhanced with the use of a brilliant new handheld biofeedback device called the StressEraser. The device provides users with visual and clearly understandable feedback on biological and physiological changes that occur with breathing and meditation. The StressEraser works on the finger pulse because the pulse rises and falls in a wave-like manner while reflecting the activity of different nerves that control the stress and relaxation response. The StressEraser displays your pulse rate waves in the middle of the screen and, via a few simple symbols, allows you to quickly determine which branch of the nervous system (stress or relaxation) is in the dominant mode."

Alan Logan, MD  
Excerpt from "The Brain Diet"

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"I have found the StressEraser to be very helpful for patients (with a variety of disorders

that are exacerbated by stimulation of the sympathetic nervous system). It is easy to use, lightweight and portable, and is effective in several minutes time. The only way to maximize your score on the device is to induce a state of slow, even, deep breathing, relaxed muscles and decreased heart rate. This is the very same complex of physiologic responses that has been shown scientifically in repeated studies to maximize the functioning of the immune system.”

Dr. Lee Rice  
The Wellness Institute

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“The hardest part of adopting the powerful breathing techniques we teach is that the changes are subtle and take place over weeks and months. We've found that the StressEraser is the best way to guide your practice and see immediate results.”

Alfred Lee  
Perfect Breathing

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“One of the problems in dealing with anxiety or other conditions is adherence. It’s very hard to get people to do positive behaviors. It’s hard to get people to exercise on a regular basis. It’s hard to get people for example, to stay on the right diet and it’s hard to get people to do things that induce a restful state. And there are some nice things about this device that make it easier to use and make it easier for people to continue to use over time... “

“It can help people relax both physically and psychologically by giving them immediate feedback and training them really to turn on their Parasympathetic Nervous System. And by doing that it can slow down pulse, lower blood pressure, it can be associated with muscular relaxation, and it can be helpful in terms of redirecting thoughts so people focus, for example, on they’re breathing rather than dwell or anticipate or worry about future events that they have no control over.”

Eric Hollander, MD  
Mount Sinai

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“SE has helped me stay calmer and focused on the healthier side of me when I get on the phone with my health plan (who typically sends me in circles of no resolve on their phone tree) or any other customer service problem I have to solve.”

Steve Kassel  
Biofeedback Therapist

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“I have found the StressEraser to be a effective tool to help clients identify anxious thoughts and demonstrate their here-and-now impact. My patients have reported that using the StressEraser between therapy sessions is an opportunity to reinforce therapeutic gains and maintain focus on goals outside of sessions.”

Bradley R. Brenner, Ph.D.

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“It's easy, simple, individualizes to the person, and more importantly, it works! Within a very short period of time the StressEraser attunes one's breathing to a less stressful, more natural rhythm that truly calms down both mind and body.”

Ileana Bascuas, PhD  
Clinical Psychology, ABPP

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“With respect to the training of correct breathing and enhancement of parasympathetic oscillators the device distills thousands of years of philosophic insight into a simple, user friendly tool. Its effects are both immediate and profound.”

Reese Nicolini, D.O., Ph.D.  
Emergency Medical Resident

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“Perhaps the simplest meditation tool/device ever created. Considering stress is a primary factor in all disease, the stress eraser is a must for those who care about their health. Considering stress is a primary factor in all disease, the stress eraser may just be the single most important tool in restoring (a patient's) health and vitality.”

Dr. Andrew Sirlin

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“First patient that took one home reported falling asleep at night much more easily and would even wake up still holding the Stress Eraser...”

Dr. Neil Yellen

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“The StressEraser is a great breathing and heart rate variability home trainer that helps people to learn to breathe efficiently, and to calm and balance their nervous system. Proper breathing is crucial in maintaining optimal physiological functioning and this can be upset by emotional stress. Chronic dysfunctional breathing is detrimental to health and can lead to a variety of stress related disorders. A major advantage of the StressEraser is it is easy to use and it is entirely portable – like an IPOD. This allows the

user to use the device anytime and any place it is convenient. This facilitates increased compliance with incorporating good breathing skills into positive lifestyle change and reinforces breathing skills learned in the therapy office setting.”

Lee Porter, APRN-NP, CNS, BCIA-C  
Wilmington, NC

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“StressEraser is a great tool to teach you how to breathe (deeply and timely), to relax you and provide constant blood oxygen, with no gasping for air.”

Dr. Ali Meschi

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“I have been using StressEraser in the evening to help me relax and sleep more effectively. It is amazing how quickly it calms the mind and coordinates respiration and heart rate in a fun, non invasive way. I am now offering StressEraser to all of my patients.”

Mark J. Blessley, NTS, DC  
Good Health Naturally, PLLC

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“The StressEraser has been a very effective, efficient, and convenient adjunct in the treatment of anxiety and panic disorders in my clinical practice.“

Steven T., Ph.D., ABPP

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“Having used advanced computerized biofeedback in our offices for the past 11 years, we're always looking for portable units for patients (and ourselves) to take home or carry around so that we can check in or entrain ourselves without the need of a full computerized hook up...the Stress Eraser is quality built, easy to use, and delivers the results that we were looking for. I personally like to take it with me in car rides with my busy 14 year old daughter...she accumulates her 50 or so points as we drive each day to the horse barn for her lessons. Before, it was always a struggle to get her to slow down her life long enough to sit in front of the computer. Now, it gets done more often. It's a great tool, and my patients love it as well. Thank you!”

Dr. Kenneth J. Vinton

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“Since the 70s I've tried pretty much every relaxation technique there is: progressive relaxation, autogenic training, several types of meditation, hypnosis, flotation tanks,

cranial electrotherapy stimulation. My opinion is that StressEraser has been the most effective for me. I've noticed improved levels of relaxation and have pretty much gotten rid of an essential tremor I've had for about 40 years.”

Dr. David Bricker

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“I've used the StressEraser in my research regarding loneliness on consumption. I recommend StressEraser to individuals as a way to transfer their stress, that often leads to them engaging in negative behaviors, such as gambling and internet addictions, to a safe and even fun hand-held device.”

Dr. Mark S. Rosenbaum  
Northern Illinois University

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“I believe the Stress Eraser has good potential as a device to rent, sell, or use in the waiting room.”

Gary Ames  
AlertFocus.com

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