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## STRESSERASER IN THE NEWS

“WHO NEEDS A YOGI WHEN YOU HAVE A STRESSERASER?”

The Week

"YOU FEEL SO RELAXED YET SO FOCUSED"

Carrie Boyd, Good Morning America

“ACTIVATES A PART OF THE NERVOUS SYSTEM THAT QUIETS THE BODY – REDUCING STRESS”

It’s a mini-biofeedback machine that helps to relax your body and calm your mind, just by changing your breathing and your focus... That in turn activates a part of the nervous system that quiets the body – reducing stress.

Robin Roberts, “Good Morning America”

"HERE'S ONE HIGH-TECH GADGET THAT'S DESIGNED TO TAKE STRESS AWAY"

A lot of time high-tech gadgets add to the stress in our lives but here’s one high-tech gadget that’s designed to take stress away. It’s called StressEraser.

John Yang, ABC News

“I’VE TRIED IT AND IT’S A PRETTY REMARKABLE TOOL.”

You’re focusing your mind and you’re slowly counting as you exhale and I’ve tried it and it’s a pretty remarkable tool... It’s \$299, but if you think about the long-term affects of stress and the long-term health problems that can come from that, it’s worth it.”

Jane Weaver, MSNBC

“BREAKTHROUGH... EFFECTIVE RELIEF FROM CHRONIC STRESS”

Frost & Sullivan's 2006 Technology Innovation of the Year Award in the field of stress reduction and management technologies goes to Helicor, Inc. for its development of the breakthrough 'StressEraser' device technology. This handheld relaxation-training device is able to provide effective relief from chronic stress.

Preethi Vaidyanathan, Frost & Sullivan

“EFFECTIVE FOR A SAMPLE OF ONE”

For six weeks, I tried the StressEraser three or four times a week, up to three times a day. I got the hang of slowing down my system pretty easily; my forehead, neck and shoulders felt more relaxed after each session. I felt like I'd just awakened from a nap, but I was not groggy.

Samantha Sordyl, The Washington Post

“MAY BE ALL THE TEACHER YOU REALLY NEED”

I've been trying the StressEraser from Helicor for a couple of days, and I already regard

it as my favorite meditation teacher yet. The StressEraser is a slick-looking device, all brushed metal with simple buttons and a clear display showing your pulse in the form of waves, along with other benchmark symbols.

Mark Beard, Boston Globe

“I STARTED TO FEEL CALMER”

Once I learned to exhale whenever I saw a triangle, I started to feel calmer... Focusing on the shapes on the screen forced me to slow down my breathing and thus my emotions.

Hallie Levine, Women’s Health magazine

“TRAINED ME TO CHILL OUT LIKE A YOGIC MASTER... RATING: 9/10”

I have high blood pressure, a type-A personality, and a deadline-driven job. So I needed this biofeedback machine, which trained me to chill out like a yogic master... After just five minutes, a day in the office felt like a stroll on the beach. [Rating: 9/10]

Brian Lam, Wired

“RELAX(ED) ME IN EVERY ENVIRONMENT IT TRIED IT IN”

The device did relax me in every environment I tried it in. A usually tension-inducing subway ride home was almost refreshing. I nearly fell asleep in my office during one afternoon session. And my ability to concentrate amid the clutter of working at home seemed a bit improved following 5 minutes of technology-assisted breathing.

Samuel K. Moore, IEEE Spectrum

“YOU COULD SIGN UP FOR YOGA CLASSES, OR BETTER YET, LAY YOUR HANDS ON A NIFTY NEW DEVICE”

Controlling stress, it turns out, is about activating something called the vagus nerve, a part of the nervous system that influences heart rate. Sounds simple, but how is it done? You could sign up for yoga classes, or better yet, lay your hands on a nifty new device called the StressEraser.

Thomas Jackson, Forbes FYI

“WE LOVE IT”

Why we love it: It relieves stress by focusing your mind on triangles and squares. That's a lot easier - and less consequential - than going postal on someone's ass.

Men’s Edge magazine

“NOW YOU DON’T HAVE TO USE A \$3,000 MACHINE AT YOUR DOCTOR’S”

The StressEraser teaches you how to relax and master physical, mental, and emotional stress. It measures the activity of the Vagus nerve by taking your pulse from your index finger... Now you don’t have to use a \$3,000 machine at your doctor’s, or go to an old woman in Chinatown.

New York Post

“YOU CAN FIND THE TRIGGERS INSIDE YOURSELF TO REDUCE YOUR STRESS”

The device displays both stimulating (stress) activity and pacific (calming) activity. With a little practice, you can find the triggers inside yourself to reduce your stress and increase your ability to calm down.

David Shein, Rochester Insider

**“FOCUS YOUR THOUGHTS IN A WAY THAT WILL QUIET YOUR MIND AND ALLOW YOU TO USE THE FORCE”**

This nifty handheld device takes your pulse and measures your stimulating and pacifying nerve activity (all from your left index finger). Then it teaches you how to guide your breathing and mental focus in an effort to lower your stimulating nerve activity and increase your pacifying nerve activity. This will allow you to focus your thoughts in a way that will quiet your mind and allow you to use the force.

Matt Eagan, Hartford Courant

**“MODERN LIFE IS SO ADVANCED THAT ONLY TECHNOLOGY CAN CALM US DOWN”**

Modern life is so advanced that only technology can calm us down. Enter the StressEraser, which uses biofeedback “to quickly calm the body and mind, anytime, anywhere.

SciFi magazine

**“CAN HELP YOU CHILL OUT DURING STRESSFUL SITUATIONS”**

For the stressed-out: The StressEraser by Helicor can help you chill out during stressful situations.

Minneapolis Star-Tribune

**“I CHILLED OUT, HIT A NICE APPROACH, AND MADE PAR.”**

“I stuck my finger in after I topped a tee shot,” said Joan, 41, who’s strung tighter than a banjo. “A few deep breaths later, bingo! I chilled out, hit a nice approach and made par.”

Golf Magazine

**“PERFECT FOR THE HECTIC AND HIGHT STRUNG”**

“The machine acts as your own personal guide to serenity by monitoring your heart rate on an LCD screen.”

Charlotte Woman

**“BREATHE EASY”**

Need to unwind? The StressEraser takes a finger-touch reading of your pulse, determines the optimal breathing pattern that will slow your heart rate, then uses chimes to direct your inhales and exhales.

Jessica Daynor, Estates West

“This technique is inexpensive and easy to use and has been shown to significantly increase work performance when used by a group of employees.”

Momentum Medical Consortium Newsletter

“This little gadget seems to be the real thing.”

The New Pink

“Got a case of bad vibes? Give this little biofeedback gizmo a spin... a growing number of tastemakers are getting hooked.”

Men.Style.com

A distracted thought would pop into my head, ruining the arcing, gentle slopes—and solid scores—that I'd worked so hard to attain. But soon enough, I got the hang of it and even fell asleep once in the middle of a session—the only situation I can think of, really, where dozing off on something or someone can be taken as a compliment.

Ashley Muldoon

Men's Vogue

One of the reasons why this device is easy to use is the instant feedback. The wave pattern gives the user realtime info on the activities of the "stimulating" and "pacifying" nerves.

Wan-Chi Lau

Rainy Day Magazine

"It was incredibly helpful. I experienced it as a reset button. I felt recentered... It's definitely made me more self-aware of when I'm starting to 'flood' or to be more stressed."

Seattle Post-Intelligencer

The StressEraser is a sexy, sleek and non-invasive stress management gadget that analyses the changes in your body's nervous system and measures your breathing patterns through biofeedback... it's a 15-minute portable instruction manual on how to relieve stress.

Elle Magazine

This little gadget is the future of wellness and stress management.... Before you know it, your mind has eliminated all outside distractions.

Longevity Magazine

Breathe away your blues ... The StressEraser monitors your pulse and translates it into a display-screen image so you can keep track of your breathing patterns and modify them to achieve total relaxation.

Shop! Magazine

This must be one of the few gadgets nowadays that doesn't double up as an MP3 player - it'll calm you down though, more than your favourite tunes... It'll police you, make sure that with every breath you synchronise your breathing with your nerve activity (your heart rate) and train you to breathe and be calm.

Men's Health

I did a quick 35 point session, and it totally calmed me down. I was surprised as hell because I am stricken with anger issues.

The Quest to be Heard

I know, it was about \$300, but I feel like it was some of the best money I've ever spent. Anyway, the StressEraser has really helped me relax.... I found the device very easy to use. I think anyone would find it easy to use, especially if you follow the instructions, which are really very simple... With the StressEraser I am being proactive in doing things to improve my health. Oh and BTW, I don't get any money for a "testimonial" like this. But I do believe in dealing with stress, and the StressEraser has helped me.  
The Tao of Health

The StressEraser has a simple, no-nonsense user interface. It is really easy to use. You put your finger in the sensor, hit the "on" button, and the unit starts graphing. Once it figures you out, it starts printing pointers near the end of each inhalation. All you do is synchronize your breathing to the pointers. It helps you breathe deeply and evenly, and this, my caffeine-guzzling geek friend, is relaxation.  
Into the Void

"ORDER US A DOZEN!"

Helicor spent four years in the development of their newest product, the StressEraser, billed as being able to magically "quickly calm the body and the mind, anytime, anywhere." Order us a dozen!  
Barb Dybwad, Engadget.com

"STRESS RELIEF ON THE GO HAS HAD FEW OPTIONS, UNTIL NOW"

Aside from popping over-the-counter (or under-the-counter) drugs, or yelling "*Serenity Now!*" (ala George's dad on Seinfeld), stress relief on-the-go has had few options, until now.  
Gadgetizer.com

"I DON'T KNOW QUITE HOW IT WORKS, BUT THE STRESSERASER IS PRETTY COOL."

Gadgetmadness.com

"THE STRESSERASER INCORPORATES CUTTING-EDGE BIOFEEDBACK TECHNOLOGY TO PROVIDE MENTAL CALM AND PHYSICAL RELAXATION."

Gizmag.com

"MY USUAL STRESS ERASER TENDS TO COME IN A LARGE FOSTER'S CAN BUT THIS MIGHT DO NICELY AS WELL... THE DESIGN IS REALLY EXCELLENT LOOKING. I LIKE THE BIG BREATHE BUTTON."

"My usual stress eraser tends to come in a large Foster's can but this might do nicely as well. Designed by Frog Design and marketed as a "drug-free" solution to stress reduction—doesn't the device then become the drug?—the StressEraser by Helicor is a standalone device that reduces stress through yogic breathing or something. Not much real info on the site just yet but the design is really excellent-looking. I like the big "Breathe" button. If this thing can make me perform like Sting, I'm in."  
Gizmodo.com

"THIS AWARD MAY BE JUST THE BEGINNING"

When we blogged about the high-concept, expertly designed StressEraser last October, we knew it had great potential. This award may be just the beginning – Helicor is pushing for clinical trials of the Stress Eraser in treating generalized anxiety disorder.

No pressure.  
Medgadget.com

“LOOK, WE KNOW YOU NEED THIS”  
Surfilicious.com

“WE ALL NEED IT NO MATTER WHAT WE THINK”

We all need it no matter what we think, having a device that I can look at to see my stress level would be great. With the StressEraser, you can calm your mind and relax your body whenever you want, wherever you go, whether you are spending time at home, working on the job, lying in bed, coping with difficult events or flying on a plane, you can take your StressEraser with you.

TubaDuba Fitness Technology

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