

Is STRESS

Getting the Best of You?

Stress affects the overall quality of your life. It paralyzes you at critical moments, costing you a top grade on an exam or wrecking a potentially successful job interview. It generates anger and frustration, which when unleashed can damage your career and ruin your most treasured relationships. Stress impacts severely on your health, contributing to heart disease, high blood pressure, strokes, and other illnesses. It affects the immune system, which protects you from many serious diseases.



Stress messes with your brain – big time – impeding your ability to absorb, process, retain, recall, and present information. It contributes directly to the development of alcoholism, obesity, suicide, drug addiction, cigarette addiction, and other harmful behaviors.

Who Me?

Yes, that includes you too. Stress affects virtually everyone. It's as American as apple pie. Three out of four Americans say they experience at least "some stress" in their life. Millions suffer from unhealthy levels of stress at work. A study several years ago estimated the number to be 11 million. Given the events since then, this number has certainly more than tripled. Studies in Sweden, Canada, and other Westernized countries show similar trends. Worker's compensation claims for "mental stress" in California rose 200-700% in the past decade, whereas all other causes remained stable or declined. No one is unaffected by stress.

The Housewife

The breakfast dishes are still in the sink. There is nothing for dinner. Your kid is running a temperature. You have to take your other kid to little league. There's the PTA meeting tonight and getting your daughter to her piano lesson. To top it all, you have to get to work on time and deal with a boss and the many demands he is making on you. It's all too much. How do you get in the right space to do your work effectively, maintain your home, care for your kids, be a loving wife, and not crack under the pressure?

The Business Man or Woman

Your position in the company is tenuous. You are trying hard to make an impression – to please your superior and your colleagues. You are struggling to somehow stretch your income to meet your needs and those of your family. You have an important presentation to make. How can you get in the right frame of mind to do it?

The Athlete

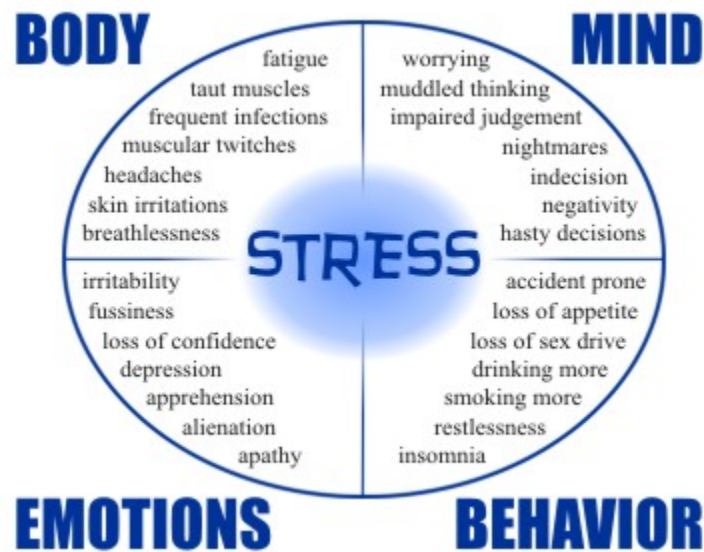
You feel the pressure everyday – from your manager, your teammates, and the fans – to perform at peak efficiency. You fear a slump and yearn for those moments when you're in the zone, but have no idea how to get to that good place and stay there.

The Senior

You're in the home stretch of your life. You feel the stress of a body no longer able to function as well as it once did. You can no longer sleep through the night. Your memory is slipping, and you fear the worst. You feel a certain weariness and depression. You are overmedicated. You yearn to be happy and at peace with yourself and the world. You want to again regain control of your life but have no idea how or where to begin.

The Student

You feel pressure from everyone – your peers, your parents and your teachers. You want to be accepted, but you're wracked with nagging fear of not being part of the “in” crowd and being dissed on Facebook. School's really getting to you – sitting through one meaningless class after another, the high stakes testing and trying to meet the expectations of others. It's all taking its toll. You want to please your teachers and parents; most of all, you want to please yourself. Sometimes you'd just like to escape – get stoned or drunk. But in your heart, you know that won't help. There must be a better way to live.



STOP!

Scientific studies have shown that people who are relaxed, happy, and optimistic live healthier and longer lives. That's not you, you say? You don't need scientific studies to tell you there's something wrong here. It's time to introduce some change into your life. The bottom line? If you keep on doing what you've always done, you will remain where you've always been. Why not instead carve out a new path and move in a different direction?

How To Do It?

Your doctor says you've got to relax more. Eat healthily, exercise regularly, and get plenty of sleep. Take time out to “smell the roses.” Easier said than done. And it could be done – if you were not so stressed out.

Others offer solutions which require a level of discipline rarely found in most people, especially those who are ridden with stress. It's an approach that is highly rational and all so logical. Alas, most people are more emotionally driven than propelled by logic. But if you crave a methodical system and concrete suggestions the web offers a

treasure trove of suggestions. Feel free to Google away. Tons of nostrums and approaches of this nature will magically appear at your fingertips. One of the best can be found at www.helpguide.org. It's an ad free resource to help you resolve health challenges. They have an excellent section there on fast and effective ways to reduce stress. Our own website www.cesultra.com offers you dozens of other options and links to explore in "Valuable Info" which you can find under the "Research and Resources" section on our menu. If, however, you're looking beyond the traditional approaches – for something more challenging and ultimately more productive, read on.

What Next?

What's not next is a list of the best medications. We strongly believe that drugs are not the answer, and we go into this in great detail [elsewhere on our website](#). Most current medications that reduce anxiety also impair cognitive functioning and are sedating. They also have other negative effects that limit their usefulness over any long period of time. They are costly and worse yet, are often highly addictive.

There are, however, other interventions that are more acceptable, effective, and affordable which have fewer, if any, negative side effects.

Most progressive mental health therapists today encourage a combination of interventions to reduce anxiety and lower stress. The specific approaches and how they are to be combined depend in part on the expertise of the therapist, the setting, patient characteristics and time frame for treatment.

Many favor a current set of techniques collectively called "Mindfulness Based" exercises. These techniques are loosely based on the [research by Kabat-Zinn](#) from the 1970's. A central tenet of the approach is teaching the person to [focus attention on the here and now through meditation type exercises](#).

Other complementary interventions include learning how to correctly identify sources of stress and changing the internal dialogue and judgments about the stressors and the possible solutions. This approach often includes guided imagery and [progressive muscle relaxation](#). In guided imagery, skills are learned to create ways of gaining a different emotional perspective of the stressors and enhancing self confidence of finding an emotional safe place. Progressive muscle relaxation teaches skills in reducing the typical muscle tension associated with fear. It also is based on the understanding that to attain muscle relaxation the person be "[mindful](#)" and focus their attention on their body rather than the emotional source of anxiety.

We believe that this approach which incorporates mindfulness techniques and progressive muscle relaxation offers the greatest possibility for effective stress reduction. However, most people have neither the time nor the discipline to incorporate this activity into their life, by making it an integral part of their daily routine. The "stressed out" individual is so stressed she won't even consider this approach as an option.

The Ideal State: Getting Into the Flow

So what are you to do about your stress-filled life? Drugs appeal to you, because of their promise of instant relief, but you're wary of their claims and fearful of their side effects and the possibility of addiction. Meditation, breathing exercises, yoga, and/or muscle relaxation exercises may seem a bit too foreign, and even if you wanted to do them, you can't (or won't) find the time for them in your hectic and busy life. So before we get to the other options, let's back up a bit. Rather than run off in all directions at once, let's instead try defining the kind of life you would like to be living. What would your life look like if you could rid it of stress? Let us offer a point of departure for that idea with the idea of "flow."

Flow is a concept first introduced by a therapist named Mihaly Csikszentmihalyi in his work, *Flow: The Psychology of Optimal Experience*.

When in the flow state, you are immersed in what you are doing. It is a feeling of great absorption, engagement, fulfillment, and skill. It is a state in which you are so involved in an activity that nothing else seems to matter. It's identical to being in the zone or in the groove. At the highest level, Michael Jordan sees a basketball hoop that cannot be missed; the baseball hitter can read the manufacturer's name on the ball; and Einstein is able to conjure up the complete structure of the universe inside his head

Time flies. Every action, movement, and thought follows inevitably from the previous one, like playing jazz. Your whole being is involved, and you're using your skills to the utmost.

To achieve the flow state, a balance must be struck between the challenge of the task and your own skill levels. If the task is too easy or too difficult, flow cannot occur. Both skill level and challenge level must be matched and high; if skill and challenge are low and matched, then apathy results.

In short, flow could be described as a state where attention, motivation, and the situation meet, resulting in a kind of productive harmony. Although it's difficult to define and virtually impossible to measure, everyone intuitively knows what it is, and most of you have at one time or another actually experienced it. It's that very special moment when everything flows effortlessly and your life is working.

People have long been looking for shortcuts to access the flow state. A favored approach has been the use of stimulants. There is no need to discuss the shortcomings and danger of reliance on external medication, either of a prescriptive or recreational nature but in short, drugs will not get you to the source of the problem.

What impedes flow is a life fueled by stress. Stress originates in the mind, and the mind, as one sage once referred to it, is "a chattering monkey." Quieting the mind is critical to achieving the flow. When quieted, you can then enter a state of "relaxed awareness." This state allows the student preparing for an exam to freely access the information he crammed in the previous night; the athlete to enter the game in the proper mental state-- neither in a state of uncontrolled agitation nor as a limp dishrag; the businessman to make his presentation in a fluid fashion and the housewife to cope almost effortlessly with the demands made on her daily. The senior learns to accept and work with what he has been given; fear falls by the wayside, and a peaceful yet effective state emerges.

The flow state is assisted by techniques such as those mentioned earlier, like mindfulness, meditation, yoga, bodywork, and martial arts, all of which can help improve your capacity for mindfulness and enhancing flow.

Unfortunately, few Americans have the time, energy, or inclination to engage in these practices.



So, if drugs are too dangerous and limited in their application, and these practices are too complicated or time consuming, what then might assist you in accessing the flow state?

What Then?

What if there were another way – one that didn't involve swallowing, smoking, or injecting a foreign substance – an approach which had no dangerous or even unpleasant side effects and was easy to use? What if you could avoid practices which feel uncomfortable and alien to you? What if there was a methodology that allowed anyone to access the mind state attained by world class athletes and brilliant physicists and was available at minimal cost and at no inconvenience? Such a methodology does exist and it's called Cranial Electrotherapy Stimulation or just "CES." Using CES daily or in combination with a specific task will help you achieve that state of mindlessness and better enter the flow state. It entails nothing more than wearing either conductive ear clips or gelled adhesive electrodes that conduct a gentle tingling sensation.

Our military, of course, is already on it. Researchers have found that using CES can more than double the rate at which subjects learn a wide range of tasks, such as object recognition, math skills, and marksmanship. Researchers have found that they can more than double the rate at which subjects learn a wide range of tasks, such as object recognition, math skills, and marksmanship. One program has been using CES to cut the time it takes to train snipers in half.

Journalist Sally Adee tried CES as part of a course in advanced marksmanship at which she was admittedly "terrible." She recounted her experience in an article she wrote entitled: [*Zap your brain into the zone: Fast track to pure focus.*](#)

"The 20 minutes I spent hitting targets while electricity coursed through my brain were far from transcendent. I only remember feeling like I had just had an excellent cup of coffee, but without the caffeine jitters. I felt clear-headed and like myself, just sharper. Calmer. Without fear and without doubt. From there on, I just spent the time waiting for a problem to appear so that I could solve it. ...Relieved of the minefield of self-doubt that constitutes my basic personality, I was a hell of a shot."

The flow state lasted beyond the session, "gradually diminishing" over a period of about three days, and causing her to confess that "the thing I wanted most acutely for the weeks following my experience was to go back and strap on those electrodes."

The Benefits of CES in a Nutshell

- Relief from anxiety from the very first treatment, the effects of which increase cumulatively, session after session.
- Facility in attaining a state of mindfulness, better enabling you to access the flow.
- Heightened attentiveness to your environment – the people and conditions surrounding you.
- Improved vigilance, focus and concentration. Better facility in calmly facing the challenges each day brings. Your newly calmed concentration will enable you to execute your vision and make much better decisions than you would ever have thought possible.
- Improved disposition. Cheering up and learning to laugh again. Beating the blues. Finding new hope in the silver lining instead of seeing despair in the dark clouds.
- Improved memory. Remember things you thought you never could and recall them clearly and fluently – fewer blanks or freeze-ups.
- Improved sleeping patterns. Sleeping deeper and awakening more rested.

- Increased cope-ability. A heightened ability to cope more effectively with disappointments and frustrations.
- Increased anger control. Remain on top of conflict situations and find the inner strength to defuse interpersonal tensions before they blow up into damaging situations (that may very well dramatically limit your career options!).
- Ridding you of the addictions and obsessions that plague your life and hold you down as you win back control over your body and your life.
- Improved work performance.

Safer Than a Cup of Coffee

You may wonder what you might feel. The output of CES is so low that the most people ever feel is a gentle tingling sensation. The earlobe clips have a gentle spring action, so your ears won't even feel the pinch. Your comfort is secured!

Most people report feeling relaxed during and after treatment, feeling neither tired nor hyper-stimulated. Some people do experience drowsiness after treatment in which case we recommend that they treat themselves at night, just before going to bed. There is no upper limit to treatment. You can treat yourself as often and as long as you like. However, in most cases, half an hour a day or less is all you need to get maximal benefit.

CES Works ... But the Power Lies With You

Let's step back a bit and let you in on a dark little secret: There is no drug or medical device on the market which can magically cure your stress. And that includes CES. You and you alone have the responsibility and the power to shape your life in the direction you wish.

CES is not a silver bullet, some sort of electronic drug. Drugs promise instant and immediate relief with no commitment or effort on the part of the user. Just swallow and away go your problems. Unfortunately most drugs do not deliver on what they promise, and there are always major trade-offs in the form of side effects.

What CES provides is an important and useful tool to assist you in gaining control of your emotional health. It is an important tool, one we believe to be superior to any currently on the market, but a tool nonetheless. Like any tool, it is only as effective as the commitment and skills the user brings to it. It doesn't work sitting in the bottom of your drawer. You must use it and use it regularly to achieve results. You must make time in your life for yourself to be with yourself in a different way. If CES works for you, it is you who deserves the credit. It was you who made a commitment to use the unit to bring about the necessary change in your life.

You can use CES when you "lose it" in the middle of a day by taking a brief time out, to curb that anxiety. You can use it on a regular basis or set time, twenty minutes, once or twice each day at a minimum. Certainly you can make that time for yourself. If you can't do that, you're not really serious about changing your life. You can use it in different contexts – while multi-tasking, texting or watching TV. But "quiet" works even better. CES time should be a special time for you to be with yourself in a special way. Your work is to quiet the mind down – not to feed it further – a time for you to learn that state of mindfulness.

Some will use the unit to complement their meditation. Those not wanting to actively meditate can try a simple exercise, relaxing to the rhythm of their own breath, or simply counting down from ten repeatedly. You need to actively work towards emptying your mind, tuning out the events of the day and the pressures. It's OK if the ideas keep popping back in, just let them go, rather than dwell on them. Start by just allocating the time to be alone and quiet. Music's OK but nothing that will further send your mind racing.

CES can help you cope with the curve balls that life throws at you, giving you the calm confidence required to successfully tackle challenges and implement winning strategies. Boost your brain! Enhance the overall quality of your life. Enter and go with the flow. Now!

Lawrence Paros, Ph.D. is founder and President of Neuro-Fitness, LLC, the manufacturer of the CES Ultra. He has had a distinguished career in education and human services, and authored five books and multiple magazine and web articles. For the past 20 years, he has studied neuro-technology, focusing specifically on the modality known as “cranial electrotherapy stimulation” (CES). As a knowledgeable practitioner of neurotechnology, he also has helped design and develop high-tech tools for enhancing personal potential, primarily in the form of biofeedback and neuro-feedback, photic/auditory stimulation.

One of the feature speakers at the first national Neuro-technology Forum in Seattle, he is the former Vice President of Well Test Instruments and Process Instruments, Inc., the founder and CEO of CES Labs, and Neuro-Fitness. His experience in educational innovation and curriculum development, concern for social justice, and skill in language/communication joins his interest and knowledge of scientific instrumentation in his current efforts to broaden the public's understanding and appreciation of CES and other mind enhancement technologies.

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