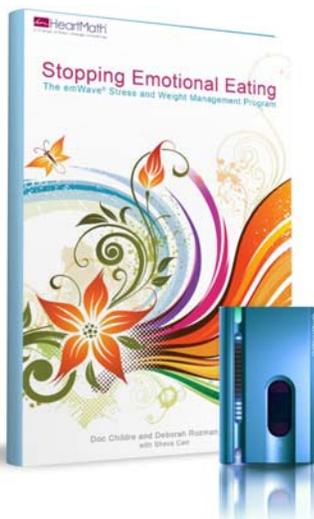


Media contact: Gabriella “Gaby” Boehmer  
(831) 338-8710 or [gboehmer@heartmath.com](mailto:gboehmer@heartmath.com)

## HeartMath Announces a New Weight Loss Program - “Stopping Emotional Eating” Program Focuses on What You Feel Not What You Eat

Merciless cravings for food seem to sabotage us when we’re feeling our most vulnerable. While this powerful connection between mood and food has been acknowledged by science, most diet plans don’t delve into the mechanics of “emotional eating.” The fundamental how-to’s that can provide dieters with much needed leverage over their emotional habits are largely missing. To bridge this dieting gap, experts at HeartMath – known globally for their research on the critical link between stress, emotions, behaviors and performance – have developed [The emWave® Program for Stopping Emotional Eating](#). The developers say this is not another new diet, but rather a facilitator to any weight loss plan. The Stopping Emotional Eating program is designed to help change neural habits to facilitate weight management and a healthier relationship to food choices. The program incorporates the *Stopping Emotional Eating: The emWave® Stress and Weight Management Program* book, penned by HeartMath founder Doc Childre and behavioral psychologist Deborah Rozman, Ph.D., and the award-winning emWave Personal Stress Reliever, which gives objective feedback to help dieters regulate their emotions, thereby making healthier food choices. Promising pilot test results indicate that with these tools people can successfully ease through those moments of weakness and even prevent them from happening in the first place.



In today’s high-stress environment, many people are driven to use food as a biochemical band-aid to give temporary relief from stress. Many studies suggest that upwards of 75% of overeating is caused by stress, in an attempt to self-soothe unsettled and disgruntled emotions. Oprah and Kirstie Ally have both publicly confessed that stress and emotional issues failed their attempts at maintaining a healthy weight. But they’re certainly not alone. Approximately 98% of people who lose weight gain it back. The Stopping Emotional Eating program gets to the core of unhealthy eating habits by targeting the emotional patterns that keep people in a perpetual up-and-down weight cycle. It promotes the development of in-the-moment awareness of what we’re feeling when we make food choices.

Childre and Dr. Rozman say that many diets emphasize mental willpower, which can give you a little momentum but soon fizzles out. The Stopping Emotional Eating program helps you develop “heart power” which has more sustainability than willpower. Heart power is a combination of positive emotions and practical intuition. It creates a cooperative alignment between the mind and the emotions, which adds to our internal awareness, and helps to transform stress and change the underlying neural habits that can derail dieting efforts. Heart power is about creating coherence in the body – a psychophysiological state when the heart, brain and the nervous system are working together. This system-wide partnership sharpens our cognitive and discernment capabilities.

Dr. Rozman says, “The difference between willpower and heart power is important. Willpower is a mental activity. From the mind you can try to discipline your habits but if your heart hasn’t bought in, you’re missing the emotional component needed to sustain a real change in habit. Heart power is more of a genuine heart intention, strength and intelligence. Putting your heart into whatever you do gives you more power, enjoyment and better results. Your thoughts and feelings are aligned with your heart’s intentions. This program is not about ‘doing good’ or ‘doing bad’ or right or wrong. You’re learning how to reroute your emotions for more beneficial outcomes.”

HeartMath conducted a pilot study using the *Stopping Emotional Eating* program and emWave [Personal Stress Reliever](#). In just six weeks the beta test participants’ group weight average decreased by an impressive 5.2

pounds, though a number reported approximately 12-pound losses. The average waist circumference dropped 2.1 inches and hip circumference 1.78 inches. Participants also reported increased feelings of calmness. These results were accomplished without any direction in regard to food or exercise but rather focusing on taking care of their emotional well-being first.

Karen O'Dwyer, a Toronto-based registered nutritionist who uses the *Stopping Emotional Eating* program, said that being overweight had been her painful truth. She says, "For years now I have been between 10 and 50 pounds above my ideal weight. With special weird diets and grueling exercise I have a long history of failing. Finally, with the emWave [*Stopping Emotional Eating* program] I found the secret ingredient – my emotions! Every situation that caused me to reach for food showed up on my emWave. I was emotionally out of whack! Using the emWave I've lost 15 pounds in the last two months and I feel great."

The emWave® Program for Stopping Emotional Eating is a 5-step program that's uncomplicated and practical, making it easy to learn and utilize effectively. The program consists of a series of progressive steps and tools that help dieters develop refreshing new behaviors and habits that empower them. They learn to identify stress triggers and learn simple tools to reduce emotional stress. As the individual builds more internal awareness and coherence, they are better equipped to sustain their commitments. Lasting behavioral changes come through learning how to apply their heart intelligence to make attitude shifts and find new perspectives. The emWave Personal Stress Reliever helps users develop more discernment on what, when and how much to eat.

O'Dwyer says, "I have found that coherence is essential – especially when I am shopping for food, eating that food and resisting the triggers like TV commercials and smells of baking, the sight of chocolate and dealing with difficult situations and people."

Dieting itself can be stressful, but this program helps dieters let go of their inner critic and the perfectionism, guilt, performance anxiety and resignation that is constantly sabotaging their efforts. The *Stopping Emotional Eating* program carries a theme throughout that is about taking care of yourself emotionally first. It reflects core values of the heart such as compassion, love, care, appreciation, respect, understanding and forgiveness. The program is really a personal adventure, rather than another discipline or strict regimen.

The emWave® Program for Stopping Emotional Eating offers various modules that allow for customization. In addition to the 104-page *Stopping Emotional Eating* book and the interactive emWave Personal Stress Reliever mobile device, individuals can opt-in for additional packages. The add-on packages include seven webinar trainings, and or twice weekly emails designed to help support and encourage users' efforts.

With The emWave Program for Stopping Emotional Eating you will find a more balanced approach to eating, from the inside out. To learn more about the HeartMath organization visit [www.heartmath.com](http://www.heartmath.com). Stay up to date on their news and events by joining HeartMath on [Facebook](#), [Twitter](#) and [YouTube](#).

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**About HeartMath®:**

*HeartMath LLC is a cutting-edge performance company providing a range of unique services, products, and technology to improve health and well-being, while dramatically reducing stress. HeartMath clinical studies have demonstrated the critical link between emotions, heart function, and cognitive performance. HeartMath studies have been published in numerous peer-reviewed journals such as American Journal of Cardiology, Stress Medicine, Preventive Cardiology, and Journal of the American College of Cardiology. Their organizational clients include Stanford Business School, Stanford Hospital, Mayo Clinic, Scripps Center for Integrative Medicine, Kaiser Permanente, as well as dozens of school systems and thousands of health professionals around the world. The HeartMath System was founded by Doc Childre.*

**About the emWave Personal Stress Reliever®:**

*The emWave Personal Stress Reliever is one of HeartMath's most popular tools. This award-winning mobile device allows you to see in real-time how your emotions are affecting you through an innovative heart rhythm monitor. A brief tutorial, included in the package, teaches the user Quick Coherence®, a scientifically validated stress reducing technique. The emWave Personal Stress Reliever won the Last Gadget Standing People's Choice Award at the 2009 International Consumer Electronics Show, the American Institute of Stress Award for Distinction and Innovation, and Caregiver Today Magazine's Caregiver Friendly Award.*