



## Why HeartMath Exists

Located in the beautiful mountain town of Boulder Creek California, HeartMath® LLC is a spinoff of the original HeartMath organisation, the Institute of HeartMath, founded in 1991 by Doc Childre. The Institute's groundbreaking research on heart/brain communication and the power of coherence, a highly efficient psychological state where all the systems of the body work together in harmony. This research provides the basis for HeartMath's scientifically validated products, programmes and services.

HeartMath is recognised as one of the world's foremost authorities on emotional physiology, resilience, stress and optimal performance. For nearly twenty years, HeartMath has made significant contributions to both the scientific and practical understanding of the physiology that underpins the development of resilience, the reduction of stress, the maximisation of heart-brain interactions and the optimisation of performance. This research has led to a deeper awareness of how emotions impact every aspect of our lives, affecting everything from the quality of our health and well-being to our relationships and the decisions we make each day.

The HeartMath System is a comprehensive set of highly effective, practical solutions for reducing stress, anxiety, depression and sleeplessness, and increasing performance. Not surprisingly, a decrease in stress and anxiety is directly linked to a substantial increase in performance, health and well-being.

HeartMath is the creator of the award winning emWave Personal Stress Reliever® (PSR) and emWave® Desktop products. In 1999 HeartMath broke ground with the introduction of the first affordable consumer stress-reduction technology using patented heart rhythm feedback called the Freeze-Framer® Interactive Learning System. With updates and advancements, Freeze-Framer has evolved into emWave Desktop (available for both Windows and Mac). In 2005 emWave Desktop won the Innovations Award from TMC Labs. The emWave Personal Stress Reliever was introduced in July 2006 and has since become one of the leading personal stress reduction technologies in the world today.

In July 2007 the emWave Personal Stress Reliever (PSR) was the recipient of the prestigious American Institute of Stress Award for Distinction and Innovation, the first product so honoured. This award is granted to products and services that have been formally evaluated and validated by the American Institute of Stress. In 2009 emWave PSR won the Last Gadget Standing Award out of 150 new products at the international Consumer Electronics Show. It was the first time in the ten-year history of the award that a health technology product had won. Also in 2009 emWave PSR received the prestigious Caregiver-Friendly Award from Today's Caregiver magazine.

Along with the emWave technologies, HeartMath's groundbreaking training programs have become the gold standard in stress intervention and performance-enhancing solutions for individuals, as well as in corporate and healthcare settings. Through numerous case studies they have been proven to increase awareness and productivity while reducing the stress associated with living and working in this era of high-speed change.

Our products are sold in over 50 countries and our clients include Stanford Hospital and Clinics, Stanford Business School, Duke University Medical Center, Blue Cross Blue Shield, Kaiser Permanente, BP, Shell, Boeing, Unilever, Redken, Hewlett Packard and the NASA Goddard Space Flight Center.

The leadership team of HeartMath LLC is comprised of knowledgeable, dedicated and caring people from many walks of life. We are committed to helping others -- whether it be the executives at Fortune 500 companies in New York, nurses and physicians in a hospital in Iowa, veterans returning from service in Iraq or Afghanistan, or a group of families and friends in the neighborhoods of Beijing. Through the devotion of our staff and our network of alliance partners and licensees around the world, we strive to make our greatest contribution to society by bringing coherence and renewed energy to the world and empowering heart-based living. We know that this process starts first at home, and HeartMath was named one of the Best Workplaces in the Bay Area (California) in 2009.

HeartMath LLC's President and CEO Bruce Cryer brings nearly 30 years of experience in business management, human performance and organisational change to HeartMath LLC. Co-author of *From Chaos to Coherence: The Power to Change Performance* with HeartMath founder Doc Childre, Bruce successfully guided HeartMath programs into the global corporate arena, with projects at Motorola, CIBC (Canadian Imperial Bank of Commerce), McKinsey, Shell, Hewlett Packard, Kaiser Permanente, and the World Bank. Bruce also co-authored the Harvard Business Review article, "Pull the Plug on Stress".

HeartMath's future plans include continuing to educate people about resilience, stress and emotional management and to offer practical, easy-to-use techniques, processes and products needed for living rewarding, healthy and productive lives.



Ei World is a founding member of the UK HeartMath Consortium



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