

healthjourneys™

Resources for Mind, Body & Spirit

1.800.800.8661 * healthjourneys.com



Soothe the Soul: Timeless Relaxation Gift Set

by KRS Edstrom and Steven Mark Kohn

Soothe the Soul: Timeless Relaxation is a perfect gift for the special people in your life. (What a great way to honor Mom this Mother's Day!) The set contains the Stress Less Spa at Home Kit with **PhytoBody Lotion**, **Ocean Mineral Bath Salts**, **Bath & Body Massage Oil**, and a **Soy Lite Travel Candle** – all emitting soothing scents of lavender, chamomile and sage, as well as a **wooden massager**. There's a terrific new CD from KRS Edstrom, **Relax Mind & Body**, featuring a whole range of meditations to help soothe and center. And also tucked inside the powder blue gift bag is **Music from Health Journeys**, a hugely popular CD by Steven Mark Kohn, containing his Music for Meditation and Music for Motivation.

Soothe the Soul: Timeless Relaxation Gift Set Item #9525
Two-CD combo & Stress Less Spa at Home Kit

Regular Price: ~~\$54.93~~

Sale Price: **\$39⁹⁵**

See the back cover for more new items.

Spring is in the air and there's no better time to renew your commitment to take better care of yourself. In this issue and on our website, healthjourneys.com, we offer several resources to help you quit smoking and improve your cardiac health. In fact, while the benefits of a heart-healthy diet and aerobic exercise are widely known, you may be surprised to learn that cardiac research also shows that guided imagery, transcendental meditation, hypnosis, yoga and stress management training can actually help reverse coronary artery disease.

We also know that smoking is a cardiac risk factor. This issue's Hot Research is a study that demonstrates the effectiveness of guided imagery in long-term smoking cessation. The imagery used in the study was developed by our own Belleruth Naparstek, who once had an intense addiction to cigarettes.

Among the special offers presented here are some unique gift ideas – perfect for birthdays, Mother's Day and other special occasions. Our guided imagery downloads also make great gifts.

As always, we welcome your feedback. Please contact us with your comments, questions or story ideas for an upcoming newsletter at info@healthjourneys.com or 1-800-800-8661.

Take care and be well,
The Health Journeys team

FREE
stress imagery download
for new e-news subscribers.
See page 3 for details.

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Smoking Cessation Study Demonstrates Long-term Effectiveness of Guided Imagery

Researchers at The University of Akron's College of Nursing in Akron, Ohio, recently demonstrated the effectiveness of guided imagery for long-term smoking cessation and abstinence in adult smokers.

The study was published in the *Journal of Nursing Scholarship*. It is the third smoking cessation and guided imagery study by principal investigator, Christine Wynd, Ph.D., who noted that what is significant about this study is that it measured long-term abstinence rates.

"A lot of people who try to quit smoking will go back after a year, so we were happy to see the numbers that remained smoke-free after two years," Dr. Wynd said.

For this latest study, Dr. Wynd recruited 71 smokers from a hospital outpatient clinic – 38 in the intervention group

and 33 in the control group. Both groups received educational and counseling sessions in their homes. The intervention group was provided with instruction in the use of guided imagery and was encouraged to listen once a day to Health Journeys' **Stop Smoking** guided imagery recording.

"This relaxing narrative with music encourages listeners to imagine their lungs regenerating healthy cell tissue and clearing out toxins, while sensing an increase in oxygen, energy and vitality in the body, as the result of not smoking," said Health Journeys' Belleruth Naparstek who developed the imagery.

Smoking rates (number of cigarettes per day) were measured and confirmed through corroborating friends and family. Twenty-four months later, smoking abstinence rates were more than twice as high for the guided imagery

intervention group than the control group (26 percent abstinence rate versus 12 percent for the control group).

"Guided imagery is a powerful tool for supporting healthy lifestyle changes. We know from research that carrots work better than sticks in getting people to quit smoking," added Naparstek.



ASK BELLERUTH

Q Dear Belleruth, How long do I have to listen to the guided imagery before it starts to work? I'm a chain smoker who is going to start listening to the CD for smoking cessation. Will I feel something immediately or is it cumulative?

Tom

A Dear Tom, I wish I had one neat answer for you, but I don't. Most likely the answer is yes to both – yes, you will feel something different immediately, and yes, the effects are cumulative. It depends on the strength of your addiction and the strength of your wiring for responding to an immersive, right brain technique like guided imagery.

Some find the smoking cessation imagery so calming and diverting that they can quit and stay that way

without too much discomfort. They use little else. The cumulative effects then keep them comfortable and motivated to stay the course until the psychological and physical pulls are under better control.

Others need to muster everything they can bring to bear, and require a multi-modal approach. They use the imagery along with a nicotine patch, a personal coach or buddy, and/or a highly structured, behavioral program. Yoga and breathing meditation exercises may also help.

So it really depends. In addition to Health Journeys' **Stop Smoking** imagery, we also carry a great self-hypnosis, smoking cessation recording, **Smoke No More**, by Emmett Miller. And we've added an excellent, complete behavioral program, **Break Your Smoking Habit**, consisting of a workbook and four CDs by the legendary guided imagery trainer, David Bresler. But no matter what you use, it's all going to depend on sticking

to your plan and, when you get that urge to smoke, using the methods at hand vs. mooching that cigarette.

I really do know how hard it is to quit, and you have my best wishes for your success. I quit a 2.5-pack-a-day habit 37 years ago (Camel non-filters, no less!!)

and I still count it as one of the toughest things I ever did, and something I'm most proud of. I was desperately addicted to smoking, and couldn't imagine living without it. At first, each day's goal was simply for me to not smoke. It was a full-time job! Believe me, if I could do it, you can too!

All the best,
Belleruth



Stop Smoking
Item #2139
Regular Price \$~~29.98~~
Sale Price \$**15.98**

Here are some of Belleruth's upcoming keynotes, conferences and workshops. We hope to see you there.

May 17-18, 2007*
Tulsa, Okla.

Belleruth is this year's guest speaker at the **7th Annual Charles P. Seger Seminar** on depression and suicide, sponsored by the **Mental Health Association in Tulsa**. The seminar brings together those living with mental illness, family members and professionals. The six CEU-hour, May 18 workshop, "Emerging from the Heart of Darkness: Guided Imagery as a Best Practice for Treating Acute Depression, Grief & Traumatic Stress," will show professionals how guided imagery works to mobilize inner resources, counter depression and help with grief. The May 17 evening program is free and open to the public. For more information, visit mhat.org or contact **Karen LaPlante** at **(918) 585-1213** or klaplante@mhat.org.

Free Stress Relief Imagery Download for New Subscribers

Sign up to receive Health Journeys' e-newsletter, *ImageryNews*, and download a free, 15-minute segment from the **Relieve Stress** audio program. To subscribe, visit healthjourneys.com/free_audio.asp.

Once the stress relief imagery begins, close your eyes and experience the voice, music and images. Repeated listening can reduce your stress levels and reaffirm your body's ability to relax.

You'll also enjoy the timely information contained in our e-newsletter. Each issue is loaded with the latest news in guided imagery, meditation and hypnosis, including new research, training and learning opportunities, cutting edge practitioners, special sales and exciting new programs. It is also free and you can unsubscribe from the mailing list any time you want.



June 20, 2007*
Traverse City, Mich.

Belleruth will keynote the **Great Lakes Wellness Conference** (June 19-22), sponsored by **MESSA (Michigan Education Special Services Association)** with "Whatever You Do, Don't Panic: Simple, Effective Tools to Counter High Anxiety and Low Performance." For more information, visit messa.org, call **(800) 292-4910** or e-mail **Mona Tropf** at MTropf@messa.org.

June 23, 2007
St. Louis, Mo.

Belleruth will help the **Wellness Community** celebrate its 25th anniversary with an all-day workshop, "Guided Imagery for Surviving and Thriving Beyond Cancer." This groundbreaking organization is dedicated to providing free support, education and hope to cancer patients, ex-cancer patients, their friends, family, adult caregivers and

healthcare professionals. For more information, call **(314) 238-2000** or e-mail info@wellnesscommunitystl.org.

August 19, 2007*
Aspen, Colo.

Belleruth is the featured speaker at the **Snowmass Wellness Experience**, an extraordinary weekend that celebrates mind, body and spirit with workshops by cutting edge speakers, healers and trainers, along with an abundant supply of yoga and fitness classes, music and art therapy, mountain meditations, organic cooking demos, massage therapy and much more. For more information, visit snowmasspress.com, or contact **Josh Behrman** of Mountain Groove Productions at **(970) 925-1663** or josh@mountaingroove.com.

* Continuing education credits are available.

Guided Imagery Heart-Healthy Gift Basket

This unique, healthful gift basket combines powerful guided imagery by Belleruth Naparstek and heart-healthy foods to help improve overall cardiac health. The handmade basket also contains a **Recommended Food Guide for Heart Health**.

The guided imagery CD, **A Meditation to Promote a Healthy Heart**, is 50 relaxing minutes of Belleruth's imagery and affirmations for improving cholesterol, opening arteries, reducing stress, lowering blood pressure and strengthening the heart.

The foods, chosen specifically for their ability to help improve cardiovascular health and for their great taste, are:

- **Dr. Lankin's Awesome Almonds®**, an unsalted snack, rich in magnesium, developed by a physician
- **Green Tea**, an alternative to coffee, which may help lower blood pressure and cholesterol levels
- **Steel-Cut Oatmeal**, a delicious, cholesterol-fighting start to your day
- **Just Blueberries**, flavonoid-rich, dried blueberries to remove harmful free radicals that contribute to hardening of the arteries

- **Unsalted Pistachios**, with plenty of plant sterols, which are believed to reduce the risk of heart disease and are also an excellent source of monounsaturated fatty acid, a beneficial type of fat that helps reduce LDL (the "bad") cholesterol levels and raise HDL (the "good") levels
- **LesserEvil Maple Pecan Popcorn**, an all-natural, air popped, maple pecan kettle corn that is low in fat and also contains plant sterols
- **Chocolate-Covered Sunflower Seeds**, a tasty treat rich in heart-healthy vitamin E
- **Just Carrots**, a crunchy snack loaded with fiber, potassium, iron, vitamin B6 and beta carotene
- **Dried Apricots**, also a good source of beta carotene, potassium and fiber



Guided Imagery Heart-Healthy Gift Basket Item #9622
CD, Heart-Healthy Foods & Food Guide
Regular Price: ~~\$79.00~~
Sale Price: **\$55.00**

For more information, call 1-800-800-8661 or visit healthjourneys.com.

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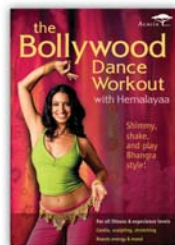
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NEW ITEMS

The Bollywood Dance Workout with Hemalayaa

by Hemalayaa Behl

Dance your way to fitness with this joyous, full-body exercise routine. Yogi and fitness instructor, Hemalayaa Behl, has created this stylish, playful and fun DVD, which combines classical Indian dance styles with modern moves. Seven segments, including a warm-up and cool-down, target specific body parts (even the face gets exercise). This unique, 50-minute program is a great way to “shake out” excess energy, or get back into shape. No dance skill required.



The Bollywood Dance Workout with Hemalayaa

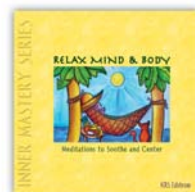
Item #6425 DVD

\$14⁹⁹

Relax Mind & Body

by KRS Edstrom

Relax Mind & Body by KRS Edstrom uses interesting and soothing background music to set the stage for practicing the “art of relaxation.” This mindful approach uses meditation, breathing and visualization techniques to dive into the tension, by joining with it to release it. A nice variety of music and meditations is sure to make this part of your daily routine, as you unwind and re-center to greet each new day.



Relax Mind & Body

Item #2379 CD

\$16⁹⁵

Prices guaranteed until 8-1-07.

For more information, visit healthjourneys.com.

Placing orders is easy: Review the enclosed order form to see additional specials. For all products, visit healthjourneys.com or call 1-800-800-8661.

Corporate, Professional and Wholesale Sales: Visit Corporate Sales page at healthjourneys.com or call Nancy Kohler at 1-800-800-8661.

Join our Professional Program and Save

We've developed a Professional Program for health care and wellness professionals, which offers special savings on our products up to 40 percent. Now you can loan out our guided imagery CDs without worrying about getting them back. Or you can resell them, passing along whatever savings you choose.

For larger groups and institutions, we can customize our CDs with your private label at reduced costs. Many hospitals, insurance companies, EAP programs and patient advocacy groups have done this with immense satisfaction.

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