



News Release: *For Immediate Release*

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February 6, 2007

Learning to Control Everyday Stress Before it Kills You! *Successful stress management advice from Triathlete Eric Harr.*

Marin native Eric Harr, the author of the national best-selling book "Triathlon Training in Four Hours a Week", recently wrote an article for the *Marin Independent Journal* about stress management. The following is his solution for successful stress management.

Playwright Jane Wagner once said: "Reality is the leading cause of stress amongst those in touch with it." Since we all live in reality - well, most of us anyway - we're likely to experience stress. And getting stressed out is hard to avoid. Every time I vow not to sweat the small stuff, I find myself getting drawn into a winner-takes-all NASCAR competition with the guy who cut me off in traffic. I'd better watch it; I'm one rude driver away from a permanent facial tic. Apparently, I'm not alone. According to the National Institute of Mental Health, roughly one in three people suffer from moderate to severe stress and on a daily basis. This can have grave and long-term effects on one's health.

The late Dr. Hans Selye, a Viennese-born endocrinologist who won international acclaim for his research on stress, was the first to explain that, for better or for worse, stress is a constant influence in our day-to-day lives. He also made an important distinction between positive stress, known as "eustress," the type of stress you are likely to experience when you win the lottery or finish a 5K run; and negative stress, or "distress," the stress brought on by money woes, a bad relationship - or a hard-charging wart hog. Eustress is beneficial in that it can give us a competitive edge in performance-related activities, such as athletics or public speaking.

Experts agree that the key to successful stress management is to find and maintain equilibrium between channeling eustress and reducing distress. Maintaining a healthy diet and regular exercise regimens can greatly reduce the stress experienced in everyday life.

Here are some simple ways to help subdue the stress in your life:



Eat right

The quality of the food you eat, in large part, determines the quality of the life you live. You can help your body manage stress better by including, and excluding, certain foods. First, strive to eat a balanced diet filled with fresh vegetables (organic if possible, lean meats (free range if possible) and fats found in extra virgin olive oil and fish, such as wild salmon. The National Institutes of Health also offers this suggestion: Eliminate or reduce intake of caffeine or other stimulants.

Most nutritional supplements simply don't live up to their promises, but some do. There are a select few products that have been shown to help to manage and reduce stress. Siberian Eleuthero is one of the most promising - as it the most-researched herb in the world. **HealthAid America's SIBERGIN®**, known as an "adaptogen", provides a solution for those feelings of burnout and stress by helping the body achieve a natural balance between vitality and tranquility, boosting energy and relieving stress.

I've been taking this supplement off and on for almost a decade and it has worked wonders in helping me beat the stress from my athletic and media careers. It's a very popular product in Marin and can be found in most health food stores. For more information, visit: www.healthaidamerica.com.

Exercise right

It's been verified repeatedly that exercise is a killer stress killer. But did you know that if you exercise too intensely, your body can register some of that as stress? That's right. When you work out strenuously, your body releases adrenalin which is a stress hormone.

Too much adrenalin can bring about adrenal exhaustion. Also, hard, or "anaerobic," exercise can engage the fight-or-flight response. The best exercise program to manage stress combines relaxing physical pursuits such as yoga, swimming or Pilates with moderate aerobic activity. To be sure you're exercising in that "optimum zone," monitor your heart rate; it's a reliable indicator of how hard your body is working.

By putting the above strategies into action, you can slough off a lot of stress and free yourself up to live your best life.

Eric Harr, a professional triathlete, radio host and fitness contributor for CBS, is the best-selling author of several books including *Triathlon Training in 4 Hours a Week* (Rodale). He is also an ambassador for CARE, a leading global humanitarian organization. For more information, visit: www.ericharr.com. He is available for interviews. For more information, visit www.ericharr.com/

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