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The SuperStress Solution

- Relieve Headaches and Anxiety • Sleep Well and Restore Your Ability to Relax
- Control Your Weight •Build Resilience Against Future Stress

New York, NY (January 25, 2010) We live on little sleep and exercise and work longer hours. We eat junk food and processed foods on the run and fuel up with caffeine and sugar. We are chronically overcommitted, subjected to a 24/7 news cycle and can't take our eyes off our computers and PDAs. Is it any wonder that *anxious* is the new *normal*?

Roberta Lee, M.D., vice chair of the Department of Integrative Medicine at Beth Israel's Continuum Center for Health and Healing in NYC, recognized about a decade ago that a significant number of her patients exhibited a variety of physical symptoms she suspected were stress-related, even though they weren't aware of experiencing more than the usual amount of stress in their lives. Then it hit her: *They'd lived with extreme stress for so long that it had become part of the fabric of their lives – and they didn't even realize they were stressed at all.* Dr. Lee has identified this new kind of stress and given it a new name: SuperStress. **In *The SuperStress Solution*, published by Random House, Dr. Lee tackles the problem head on with a 4-week program that provides a comprehensive plan for offsetting the erosive physical and emotional effects of stress.**

According to Dr. Lee, it is a unique and widespread 21st century condition that has evolved from the frenetic pace of modern life. People think they are coping well with the little stresses in their life, but their body isn't getting the message. It's trying to handle the continual release of stress hormones that accompany each and every "hit," from minor daily aggravations to the most dramatic life changes.

Very few people—including medical professionals—are aware of the degree to which SuperStress impacts our health. It is connected to life-threatening diseases, such as obesity, heart disease, diabetes, and cancer. Even in the absence of diagnosable disease, many who suffer from SuperStress admit that they don't know how to relax, don't think to take breaks during the day, and too often keep in touch with the office while they are on vacation. Indeed, many of these people will tell you—and tell themselves—that they actually function *better* when they are revved so high.

Our bodies are not designed to cope with the ever-accelerating pace of life and the constant "flight or fight" physical response it triggers. But sooner or later, its effects do show. According to Dr. Lee, signs of SuperStress include frequent headaches, back aches, neck aches, muscle pain, a chronic upset stomach or poor digestion, and forgetfulness. Often SuperStress victims suffer from insomnia, anxiety, depression, major mood swings, panic, and an inability to cope with any kind of change. People with SuperStress are more susceptible to colds and the flu, can exacerbate existing arthritis, cause memory loss and "foggy thinking," and can suppress libido.

But now Dr. Lee shows us that it doesn't have to be this way. Through *The SuperStress Solution*, she shows how you can build stress resistance and resilience in your life with a unique prescription for recognizing, rebalancing and protecting against stresses small and large. Starting with a comprehensive, informative questionnaire to determine your stress level and stress personality type, *The SuperStress Solution* guides you through a 4-week healing program to reset your rattled nervous system to a default state of rest rather than high alert. Discover how to:

- **Nourish** your body with nutrient-rich foods, herbs and supplements that repair stress damage
- **Detox** your system to jump-start your body's healing with an easy-to-follow eating plan
- **Sleep** well again by following simple steps to protect and promote the rest your body needs
- **Move** to simple, low-impact exercises that can be done in five-minute to one-hour increments
- **Retrain** your mind so that you can access a sense of peace and calm even in your most stressed-out moments