



STRESS & the Art of Relaxation

NATURAL SLEEP REMEDIES

They're not a dream

Nature's **CHILL PILLS**

R&R for your

ADRENAL GLANDS

AROMATHERAPY

The sweet smell of anti-stress

BE GOOD TO YOUR

*Whole
Body*

OUR SUPPLEMENTS

QUALITY STANDARDS

- We carefully evaluate each and every product we sell.
- We feature products that are free of artificial colors, flavors, sweeteners and hydrogenated oils.
- We are committed to offering research-driven dietary supplements that have a proven track record.
- We provide nutritional products that support the health and well-being of our customers and the environment.
- We are committed to ensuring that the products we sell are labeled legally based upon DSHEA (Dietary Supplement Health & Education Act of 1994), FTC Truth in Labeling laws and all associated FDA regulations.
- The highest priority of our knowledgeable and extensively trained team members is to help you make educated, informed decisions when selecting a nutritional supplement product.



CURIOUS? CONFUSED?

Ask a question and you will discover that **our Whole Body team members are thoroughly trained and well educated about the products we offer.** They are there to help you and are pleased to guide you in making the most informed decisions for your needs. They're not doctors, though, so always check in with your healthcare practitioner.

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STRESSED OUT?

YOU'RE NOT ALONE

A survey by the American Psychological Association found that **66%** of Americans say they are likely to seek help for stress.

TAKING STRESS SERIOUSLY *is smart!*



While stress can be a good thing if you're in danger, not many people are in life-threatening situations every day and too much stress is unhealthy.

YOU'VE HEARD OF "FIGHT OR FLIGHT" HORMONES?

These are caused by stress, and hype your body into "survival mode," alert and ready for action, while slowing down other important body systems and preventing optimal health.

Many people experience stress often without realizing its effects. Fortunately, we have myriad natural ways to manage stress, effectively and safely, inside and out.

LET US HELP YOU BE GOOD
TO YOUR WHOLE BODY.

Anything here sound familiar?

CHRONIC WORRYING IN DAILY LIFE
TOTALLY FRIED AND STRESSED OUT
WANT TO AVOID STRESS IN A SPECIFIC SITUATION
LOOKING TO KEEP OVERALL STRESS AT BAY
CAN'T GET TO SLEEP AT NIGHT
WAKE UP IN THE NIGHT WITH MOTOR MIND

At Whole Foods Market®, we realize that some people's diets are deficient in nutrients that support healthy stress response and sleep. That's one reason we offer a whole range of natural alternatives to band-aid medications. And, we take your health seriously; these are quality-assured products. No shortcuts. No unnecessary additives.*

*See back cover for a list of our Quality Standards for Supplements.



Studies show a link between chronic stress and numerous unhealthy symptoms and conditions.

These may include a weakened immune system, digestive problems, headaches and back pain, which is the number one reason people seek medical advice!

HOW **STRESS** CAN RUIN YOUR DAY

...and your night

CORTISOL—
THE MAIN STRESS HORMONE—IS VITAL.

In times of crisis, it triggers the necessary increases in heart rate, blood pressure and blood sugar. When there is no crisis, you don't need those things, yet many people live with chronic stress that fools the body, causing high cortisol levels.

What happens when high cortisol levels put your body in a constant state of alert?

Your organs and systems are overwhelmed, your immune system lags, free radicals thrive, memory and brain function are impaired, inflammation can occur in blood vessels and digestion slows, potentially causing weight gain.

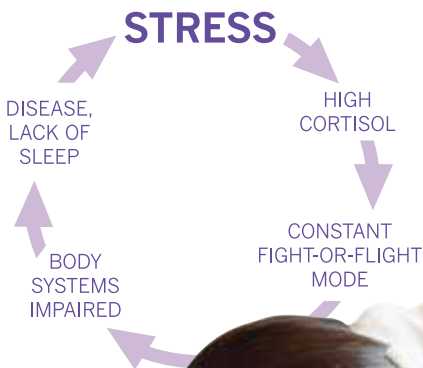
*
EXPERTS
SAY...

Adrenal support is one of the best ways to protect against stress effects. *Chronic stress tends to overwork the adrenal glands so that they can't function properly. Fatigue, low blood pressure and low blood sugar can result. Many herbs provide adrenal support, especially certain adaptogenic herbs such as rhodiola, ashwagandha, schisandra, eleuthero and licorice.*

STRESS AND SLEEPLESSNESS IS NOTHING NEW.

We've all had worries that make for a restless night. Cortisol's fight-or-flight mode simply won't allow the body to rest. But sleep is not just rest, it's crucial to health for recovery, repair and recuperation.

Research indicates that there may be a connection between not getting enough sleep at night and the risk for certain diseases. Worst of all, it is a common and continuous cycle: **stress inhibits sleep, and lack of sleep exacerbates stress.**



HELP! WHAT CAN I DO?

RELAX AND DON'T WORRY

Even if we can't control things thrown our way, we can control the effects, as well as help our bodies and minds rest and recover. Read on for some easy ways to limit the effects of stress and promote sound sleep. You might be surprised at how many natural options there are!

ASHWAGANDHA is a general tonic long used in traditional Indian herbal medicine for its rejuvenating qualities. This antioxidant and adaptogen is known for both calming sedative and endurance effects.

B VITAMINS are found in every cell, supporting physical and mental activities, numerous functions and organs, including the adrenal glands.

More of the B vitamin folate (folic acid) may be needed by the body in times of stress because it provides compounds used for the metabolism of stress hormones in the liver. Stress quickly depletes Bs—they need to be replenished daily.

ELEUTHRO, commonly known as Siberian ginseng, strengthens the adrenal glands and enhances immune function.


EXPERTS
SAY...

B vitamins are found in a wide variety of whole foods, but they are easily destroyed in processed foods. They are also depleted when diets are low in other nutrients, high in sugar and include excess alcohol. Many people could benefit from supplementation, and because they are water soluble, don't worry about overdoing it. Your body will simply use what it needs and eliminate the rest!



GABA (Gamma-Amino Butyric Acid) is a natural calming agent in the brain that is manufactured from the amino acid glutamine and glucose.

HOMEOPATHIC REMEDIES

are popular choices for children and adults alike. There are hundreds of formulas, each for specific symptoms, including nervousness, insomnia and overall stress.

KAVA KAVA* promotes physical relaxation, increases tranquility and supports sleep quality.

L-THEANINE is an amino acid found in green tea. Studies show that it promotes relaxation, feelings of wellbeing and improved sleep quality, while maintaining desirable alertness.

LICORICE ROOT extract aids in slowing the time it takes for stress hormones to be broken down in the body. Thus the adrenals will be less “busy” making more.

MAGNESIUM, the “anti-stress” mineral, is known to help promote relaxation. It is important for proper nervous system function and stress management because it helps the body utilize certain vitamins and antioxidants.

OMEGA-3 ESSENTIAL FATTY ACIDS provide many strong health benefits, including those shown in studies to significantly improve mood. Most diets are seriously lacking omega-3s, which cannot be made in the body, so they must be obtained from food and/or supplements.

* Before using kava kava, first consult your primary health care provider if you: have a history of liver problems; use drug products that have known adverse effects on the liver; regularly consume alcohol. Kava should not be taken on a daily basis for more than four weeks. Discontinue use if symptoms of jaundice occur.



PASSION FLOWER is an adaptogenic herb with an extensive history of use promoting relaxation, and decreasing irritability and restlessness.

RESCUE REMEDY is a long-standing, traditional favorite to carry with you for calming, relaxing and centering. It is a special trademarked formula of Bach flower essences.

RHODIOLA is a favorite of Russian doctors. It is an antioxidant and adaptogenic herb for mood, stamina, attention span, quality of sleep and energy levels.

SCHISANDRA is a powerful herb that supports healthy immune response, energy levels and sleep. Used traditionally for nervous conditions, as an adaptogenic herb it is a primary tonic for stress.

*
EXPERTS
SAY...

When you are stressed, your free radical levels soar.

The more damaging free radicals present in the body, the more antioxidants are needed to neutralize them and keep you well. Best-known antioxidants are vitamin C, vitamin E, selenium, bioflavonoids and beta carotene. If you don't get enough from fruits and veggies, supplements can help.

VALERIAN is a calming herb that was used medicinally in ancient Greece and Rome for insomnia and nervousness, and continues to be popular.

VITAMIN C is an antioxidant that is quickly depleted when the body is under stress. Among many functions, it supports the adrenal glands, immune system and a healthy inflammatory response.

VITAMIN D is known as the “sunshine vitamin” because your body makes it when exposed to sun. During the shorter, darker days of the year, many people experience mood changes and stress and may benefit from more D.



*Carry a little bottle of **Rescue Remedy** with you wherever you go. When something puts you on edge, a few quick drops will ease you through.*

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put **STRESS** *in its place*

As with most obstacles to optimal wellness, you can actually do some things to limit the effect of stress on your health. A recent study shows that you may not even know you are stressed, so these are good recommendations for everyone.

SLEEP & REST

are often put off as indulgent, but are in fact one of the most important parts of each day. After all, isn't a long, healthy life even on a busy person's priority list? Shut-down time is essential to your body and mind for healing, recuperating and rejuvenating. Recharge with a nap, or rest with light reading, meditation or music.

USE YOUR IMAGINATION

for other ways to keep stress at bay. Only you know what truly relaxes you: a short mid-day walk or moment in the sun; writing to friends or in your journal; acupressure, acupuncture, massage.... How about laughing out loud?

EATING WELL

is crucial when you're stressed. Be sure to get lots of fiber for your adrenal glands, those blood sugar balancers. Consume more healthy fats and antioxidants, and less (if any) caffeine and alcohol. Stay hydrated!

BREATHE TO RELAX

Most people fill their lungs to only 1/6th capacity with each inhale. Instead, allow deep, slow breathing to also slow your mind and heart rate. Try daily breathing exercises, and when stressed, a few deep breaths can ease tension and help you to refocus.

THE POWER OF EXERCISE can never be underestimated. If you skip exercise class today, do something different; perhaps a brisk walk with the dog and a few crunches in front of your favorite sitcom. Research indicates that yoga is an especially good exercise for stress.



STOP

and smell the flowers

This good advice is not only a reminder to slow down and enjoy life, but also to allow the power of scent to help ease your mind.

Aromatherapy, used for more than 3000 years, is based on the link between our sense of smell and our emotions. Certain natural scents are related to certain emotions.

For example, lavender, chamomile and bergamot promote calm and relaxation.

Always select only 100% pure essential oils for the highest quality and efficacy. More than 220 pounds of lavender makes just 7 pounds of essential oil. No wonder some producers use artificial! Choose shampoo, conditioner, lotion and shower gels with the real thing. At Whole Foods Market® we feature brands that offer the purest essential oils money can buy.

BREATHE IN *the Essential Oils*
BREATHE OUT *the Stress*

HOW TO USE ESSENTIAL OILS OF
LAVENDER, CHAMOMILE OR BERGAMOT

- Sniff straight from the bottle
- Add to massage oil or lotion
- Use with an aromatherapy diffuser
- Add to the humidifier
- Mist your pillow or sheets
- Put on a cloth in your shower
- Sprinkle a few drops in your bath or laundry

