

Disclaimer: This system is not intended to diagnose, treat, cure or prevent any disease. The Dr. Coldwell System™ sessions are intended to be used by mentally fatigued, highly stressed, but otherwise mentally healthy people. This process is not designed to address clinical depression. This is an educational self-help system and as such every outcome is the sole responsibility of the user. There is no external manipulation in any form. The audio programs are instructive, self-help training sessions. Dr. Coldwell System™ sessions cannot and should not be used as or construed to be a substitute for a physician's visits, diagnosis, treatment, advice or any other therapy related issues. If you have any concerns about any mental or physical conditions ask your physician before using this product. Dr. Coldwell, the producers and sellers of this system assume no responsibility for any negative side effect from the use of this system or products.

Copyright © 2008. All rights reserved. No material in whole or in part may be reproduced or duplicated in any form without the written consent of the Author/Authors.

Index

FOR BEST RESULTS: PLEASE READ THE ENTIRE HANDBOOK BEFORE LISTENING TO THE CD's.

<i>Introduction</i>	2
<i>Read Before Using!</i> Must read information prior to using Programs	4
<i>How to use your Dr. Coldwell System™</i>	5
<i>Information about the Dr. Coldwell System™ CD's</i>	7
<i>Dr. Coldwell System™ - A Truly Unique Approach</i>	8
<i>Step by Step session Instructions</i>	9
• What you need for a session and how to get the best results	
<i>Frequently asked questions</i>	11
• Dr. Coldwell answers your questions	
<i>The Deadly Cycles of Stress</i>	19
<i>Stress</i>	20
• What is stress? And how does it affect our health?	
<i>A Scientific Review of the Dr. Coldwell System™ System</i>	25
<i>The Founder</i>	27

Introduction

The **Dr. Coldwell System™** is the world's most advanced scientifically grounded self-help training system. This system represents the culmination of 30 years of research, therapy, and experience in the development of self-help applications which are proven to target and eliminate the root causes of mental and emotional stress that can lead to illness.

When you use this system, you will be training your brain from the ground up, and you will discover that what you are experiencing is nothing less than a total rehabilitation of your brain's cognitive functions. These applications have been scientifically proven to do the following:

- Eliminate the root causes of mental and emotional stress that inevitably lead to illness.
- Facilitate active stress reduction and regeneration of the entire nervous system.
- Enable your body to utilize oxygen, a crucial component for optimizing your health and energy, at its maximum level.
- Boost your determination, self-esteem, confidence, and power to act.

In addition, most people who use the **Dr. Coldwell System™** report:

- A sense of calm with more energy and lucidity than before.
- Feeling well-rested and better able to cope with and solve problems.
- Improvement in the ability to sleep at night.

As this handbook will explain, your Dr. Coldwell System™ sessions initially require that you listen to at least one session each day for the first 21 days; thereafter, you can use the system as you please. Thus, from the day you begin and for the following 21 days, you are the most important person in your life! Regardless of your responsibilities, commitments and duties, you must prioritize your schedule to allow yourself, at minimum, 20 minutes per day for the first 21 days. Just as the rehabilitation of an injured back or limb requires time and adherence to a regimented rehabilitation program, the rehabilitation and training of the brain takes a similar level of commitment and persistence in order to regain optimum performance. If you commit this tiny fragment of your day to yourself, you can derive energy and health benefits beyond your imagination.

After the initial rehabilitation and conditioning of your nervous system, you should use it as often as you feel you need it!

*Take responsibility now!
Make the commitment now!
Take control now!
You will never regret the decision.*

The Dr. Coldwell System™

The 20 minute path to peak energy and optimum health!

* Results will vary with every person.

In the context of this handbook the collection of three CD's, included with this package, are referred to as the Dr. Coldwell System™.

IMPORTANT INFORMATION

READ BEFORE USING THE DR. COLDWELL SYSTEM™ AUDIO PROGRAMS

- **Do not** listen to Dr. Coldwell System™ sessions while driving as they are a “closed-eye” process.
- Listen to Dr. Coldwell System™ sessions only through stereo headphones or stereo earphones (ear buds).
- You will need to sit or lie quietly with your eyes closed - preferably in a darkened room with your feet up.
- **NO interruptions!** Turn off your phones and alarms.
- Do not open your eyes during the entire session. Doing so will interrupt the relaxation and self-conditioning process.
- If you are taking prescription medication for anxiety or depression, or drinking alcohol or ingesting other chemical substances, your Dr. Coldwell System™ session will be less effective. It is recommended that you eliminate all chemical substances aside from prescription medications you are using under a doctor’s supervision.
- If you are concerned about a specific health condition, you must seek the advice of your health care professional prior to using these programs.

How to use your Dr. Coldwell System™ Power Stress Reduction Package

Your package includes:

1. The Dr. Coldwell System™ system handbook. Read this handbook in its entirety prior to listening to your sessions.
2. Three Dr. Coldwell System™ CD sessions. The CDs include *Power Charge Relaxation*, *The Breath of Life* and *The Power To Heal Yourself*.

FOR BEST RESULTS

- ✓ Start with the *Power Charge Relaxation* session as this is the basic stress reduction system which provides the foundation for all other sessions. This session provides the relaxation, energy, control and understanding necessary to achieve optimum results with the sessions that follow. Be sure to listen to 3 consecutive *Power Charge Relaxation* sessions before moving on.
- ✓ Follow your **3 *Power Charge Relaxation*** sessions with 2 sessions of *The Breath of Life*. These clinically proven breathing techniques enable your body to utilize its maximum level of oxygen, a crucial component for optimizing your health and energy level.
- ✓ Follow your **2 *Breath of Life*** sessions with 3 sessions of *The Power To Heal Yourself*, one of our most popular sessions which will enable you to tap into the root cause of your health challenges.

NOTE: After completing your initial 8 sessions, you may then choose to repeat the process two more times or mix sessions as necessary to suit what you instinctively identify as your mood at the moment. **Just remember to complete at least 21 consecutive sessions in the first 21 days, after which time you should use your Dr. Coldwell System™ sessions regularly as your stress level requires.**

SUGGESTIONS FOR USE AFTER THE FIRST 21 DAYS

Power Charge Relaxation actively reduces stress and encourages regeneration.

The Breath of Life optimizes your health and energy level.

The Power To Heal Yourself neurologically programs perfect health while healing the past.

Note: It takes 21 days to neurologically condition a permanent change; therefore, it is important to listen to **at least** one session (1 CD) every day for 21 days as indicated on page 6.

Results will vary with each person.

Information about the sessions!

1. Power Charge Relaxation

Emotional, mental and physical stress can cause much damage to your health. Because the body only regenerates and heals when in a relaxed state or deep restful sleep, the only effective way to prevent this stress-induced damage is to experience frequent and effectual deep relaxation phases. This session supplies its users with the core and foundation for the other sessions. It produces the most efficient relaxation phase in just 20 minutes, thus providing the equivalent of hours of deep restful sleep. This session should be used as often as needed.

2. The Breath of Life

A lack of oxygen has been shown in many studies to be a possible cause of cancer and many other illnesses. This session provides the techniques and means necessary to improve your breathing techniques and oxygen levels while inducing a state of deep relaxation and absolute clarity of mind. Optimum breathing can noticeably change the quality of your health and energy level.

3. The Power To Heal Yourself

This session can have an instant and dramatic positive effect on your health as it stimulates the body's healing and regenerating processes. It is the best possible self help session that enables you to take charge of your health by tapping into the root cause of illness. It also helps heal the past.

Dr. Coldwell System™ A Truly Unique Approach!

The Dr. Coldwell System™ is a manipulation-free self-help system that uses your personality and character traits to assist you in realizing your personal dreams, goals and instincts by giving you total control over your self-conditioning and stress reduction. You will attain a state of deep relaxation during your sessions where your body is totally relaxed physically while your brain is clear and alert. This gives you total control over your sessions and its outcome, enabling you to holistically address the root cause of stress and stress related health problems.

This system is the only known system that can guarantee that there is no manipulation of any kind and that all conditioning is entirely determined by you.

The World Wellness Organization™ reviews other techniques:

Hypnotism is based on manipulation and can make people dependent, schizophrenic, mentally and emotionally weak, and can eventually lead to multiple personality disorder or delusions.

Meditation is usually only good for short term relaxation and can lead to passivity.

Positive thinking can lead to tragedy, failure or can even be life threatening because it is generally followed by inactivity and/or passivity. Positive thinking without positive actions is a guaranty for failure.

NLP is the most dangerous of all techniques as it can suppress emotions and the cause of problems; it can also hide important symptoms with very dangerous consequences. In health conflicts, it can camouflage or suppress the symptoms and root cause of illness and create or increase major health problems.

Step by Step Instructions

for your Dr. Coldwell System™ sessions

1. What you need: *CD player*
Stereo headphones or earphones (ear buds)
Eye mask or hand towel (optional, but recommended for darkness)
Comfortable chair or bed
Blanket
Quiet place
2. Turn off telephones, TV, radio and any other controllable noise.
3. Use the rest room prior to your session.
4. Avoid any air fragrances (no candles, aromatherapy, incense, etc.)
5. No food, gum, candy, etc. during a session.
6. Ensure total comfort and positioning in a chair (recliner is best) or bed with no pressure on any body parts. (For best effect, your body should feel completely free and relaxed.)
7. Cover up with a blanket to avoid a distracting draft or chill as needed.
8. Close your eyes (eye cover is ideal) and start your session.
9. If necessary set an alarm (clock radio) to go off in 22 minutes if you have a pressing engagement. This will only be necessary (in case you fall asleep) during the first few sessions.

To ensure you get the best possible result, you need to enjoy your session in an environment where you feel safe and can be completely relaxed without the worry of any external interruption (noise of any kind) or other stimulation such as fragrances, aromas or changes in room temperature from the heater or air conditioner ducts, ceiling fans, drafts or breezes. It is important to keep your eyes closed (darkness is best) while you experience your session.

Results will vary with each person.

It is important to listen to at least one Dr. Coldwell System™ session every day for the first 21 days as each session builds on the previous session. You may listen to more than one session per day. If you miss a day, you lose the previously laid foundation, and the process starts over from the beginning, meaning you must start with Day 1. After 21 days, you can use your sessions as often as want according to your stress level.

Important note: – If you are suffering from mental exhaustion and/or extreme mental or emotional stress, you may fall asleep during the initial sessions. In these instances, the body is using the deep and restful sleep for optimum energy generation. Do not be alarmed; this effect will soon disappear as you proceed through the process.

If you suffer from major anxiety and are fearful when listening to your first session, listen to the session with your eyes open until you are used to the music and dialogue. Once you are reassured that this is strictly a self-help system that you control, you are ready to start your first session with your eyes closed, following the sequence previously described.

After 21 days, your mind will be neurologically conditioned to achieve optimum results whenever you use the system thereafter.

***Dr. Coldwell System™
Stress Reduction System***

Frequently Asked Questions

What is a Dr. Coldwell System™ session?

A Dr. Coldwell System™ session is the culmination of 30 years of research and clinical practice which have identified ways to produce the perfect combination of music and open suggestions for individual interpretation that enhance brain function. The audio based program generates a mental visualization process, unique to the listener that facilitates a specific positive reaction to the sounds and words transmitted in a particular session. The process employs music purposefully composed to help synchronize the brain hemispheres and promotes the generation and growth of new *dendrites* (neuron connections). The music focuses the brain on specific brain frequencies in conjunction with specific verbal suggestions. This process stimulates the nervous system enabling the listener to be revitalized and energized in 20 minutes

What are dendrites?

Dendrites (neuron connections) are the connections between the nerve cells in the brain. The more dendrites you create, the higher your brain capacity—or, rather, the more efficient your software. Dendrites are like putting faster, more advanced microchips in your computer so that the computer becomes more effective.

Why do I need Dr. Coldwell System™ sessions?

Everybody has stress, but if you regularly take time to regenerate, recharge and revitalize, you are likely to avoid most major health challenges. A Dr. Coldwell System™ session provides your brain/body with the regeneration necessary to help you feel happier, healthier, younger and energized.

What are the immediate benefits of experiencing a session?

After a session, most people feel a sense of calm with more energy and lucidity than before. They generally feel rested and better able to cope with and solve problems. Most report that they are better able to sleep at night. The more sessions people experience, the better their results become.

What does a session include?

A session consists of a 20 minute audio program:

- It starts with a 5-minute musical massage that induces relaxation and clears your mind.
- This is followed by a 15 minute narrative with stimulating musical accompaniment that takes you on a mental vacation. The narrative employs messages that generate personalized mental images to create maximum benefit. After a session, most people feel as though they just had a restful night's sleep, leaving them energized, regenerated and revitalized!

Note: The techniques, sounds and music used in the audio session are based on modern science, clinical research, and therapeutic experience and have no religious or organizational affiliations.

Why is it crucial to listen to the sessions through stereo headphones or earphones (ear buds)?

The sessions are designed to deliver specific sounds to each ear in specific frequencies at specific times in order to achieve the highest neurological stimulation. It is imperative that the sessions be heard through stereo headphones or earphones (ear buds); otherwise, they have little effect.

What happens during a session?

Each session is derived from 30 years of scientific research and therapeutic experience. The music and suggestions are delivered with precise timing at a specific brain frequency in order to function at exactly the right moment to enable the brain to maximize its capabilities. The opening 5 minute "musical massage" induces you to physically relax and clear your mind. In this relaxed state, your brain becomes very alert and begins to function at optimal capacity. You are thus primed to process the subsequent 15-minute self-activation message and stimulate whatever conditioning you want to achieve; i.e., relaxing and regenerating, optimal breathing or taking control.

How many Dr. Coldwell System™ sessions should I experience for optimum benefit?

Imagine you are installing a new software program in your computer (brain). In order to operate the program, you must complete the installation. So it is with Dr. Coldwell System™. To complete installation it is crucial that you experience a session at least once every day for 21 days. If you skip a day, the process must be restarted. It takes 21 CONSECUTIVE days to generate and permanently install new dendrites (neuron connections). Remember, your brain is a sophisticated computer; it operates on your personal software. After 21 consecutive sessions, use your Dr. Coldwell System™ sessions according to your stress level.

What can a Dr. Coldwell System™ session do for me?

Dr. Coldwell System™ users report the following results:

- Increased energy
- Stops slumps/dips during the day
- Improved optimism
- Improved self-esteem
- More effective management of life problems
- Improved sleep patterns, awakening rested and alert
- Increased productivity
- Calmer nervous system
- Enhanced libido
- Increased coping skills
- Clarity
- Improved quality of life
- Reduced emotional pain and suffering
- Accelerated recovery from physical manifestations of stress
- Enhanced immune function.

How is the Dr. Coldwell System™ system different from other stress reduction programs?

Dr. Coldwell System™ sessions are designed in such a way that all the suggestions follow a very specific sequence – an audio road map that unlocks the power of the brain by using the real language of the brain (individualized symbols). There is no outside manipulation of any kind in any of the Dr. Coldwell System™ sessions. Manipulation creates dependency on someone or something outside your control. The Dr. Coldwell System™ targets the root cause of emotional and mental stress. As you experience each session, your brain functions at its optimum learning level, building new dendrites (neuron connections) by absorbing new stimuli that you alone create to achieve your specific goals. Through these sessions, you are able to define and resolve the root cause of your individual stress-related challenges.

What is the fundamental difference between a massage, a facial or other physical relaxation therapies and a Dr. Coldwell System™ session?

Massages, facials and other forms of physical therapy are wonderful for muscle relaxation and better blood and oxygen flow. However the benefits are short term (lasting only an hour or so) and do not address the root cause of mental and emotional stress.

How do the Dr. Coldwell System™ audio stress reduction sessions differ from other audio programs?

- Many audio tape sessions are created by authors who are often inexperienced, misdirected, naïve or lacking in specific scientific knowledge and education.

- Much of the background music on many of the stress control audio programs is incorrectly used, often providing wrong messages or having no effect at all.
- Many narrators' suggestions are uninformed, naïve and lack scientific foundation and thus can actually be harmful.
- World Wellness Organization's research showed that all audio programs tested functioned only in the alpha state, which does not produce permanent results.
- All other researched stress management programs relax a person for more than 7 minutes causing the brain to produce sleep hormones that can leave the person tired for the entire day, thus negating subsequent benefits.

NOTE: Dr. Thomas Hohn, M.D., noted stress therapist, has stated that no other tapes or audio systems available have achieved the results that the Dr. Coldwell System™ consistently achieves with his patients. There is no comparison!

What is so “unique” about Dr. Coldwell System™ programs?

Dr. Coldwell System™ sessions target the root cause of emotional and mental stress. The sessions transport you to the “relaxation zone”, a state of profound relaxation that stimulates the brain to become acutely focused and alert. In this state, your brain has the ability to create hemisphere synchronization (when both sides of the brain function at the same time) building the new dendrites (neuron connections) necessary for permanent, positive changes. This is the perfect state for regeneration and self-programming.

What benefit do I get from being in “Relaxation Zone”?

You can most efficiently program all the mental, emotional and/or physical changes you desire. You will find you can define and eliminate the root cause (negative life circumstances or unhealthy behavior) of your mental and emotional stress. Furthermore the relaxation zone is an ideal state for decision making and developing individualized action plans. You are able to think with a previously unknown clarity, free from outside mental manipulation, which in turn allows you to take total control of your life through effective self-conditioning. Because the Dr. Coldwell System™ is entirely a *self-help* system, you automatically learn through repetition to control your neurological conditioning in the most beneficial way.

How can these sessions make positive changes in my life?

In order to make a positive change in your life you must first commit to change. Then it is necessary to program your brain to produce the change. Effective programming requires that you use the language of the brain to visualize the change through your own symbols and personal motivation in order to shape a lasting result. The Dr. Coldwell System™ is the only system we know of that has decoded the language of the brain to allow you to achieve permanent positive results. The Dr. Coldwell System™ is not a positive *thinking* system; it

is a positive *action* system.

Will I feel energized after a Dr. Coldwell System™ session?

By entering the relaxation zone, you give your nervous system a break. Your body and mind are able to recharge, which can provide you with the regeneration equivalent of hours of restful sleep. Thus you feel energized and ready to handle life's challenges; full of energy, self-confidence and determination.

Is Dr. Coldwell System™ like hypnosis or meditation?

The Dr. Coldwell System™ system is the antithesis or opposite of manipulative (hypnosis) or passive (meditation) techniques. It is a self-actuated action program in which you are always in complete control. Each program is narrated in the first person ("I" form) so that you create uniquely personal pictures in your mind as you follow the narrator's "neutral symbol" suggestions. Because you associate with your personal experiences, your brain ignores any symbols that hold no meaning for you. In this way, you control the outcome of your session, the true definition of a self-actuated action program.

What is the most important benefit of a Dr. Coldwell System™ session?

Self-reliance through self-control - A Dr. Coldwell System™ session provides the perfect ***self-conditioning*** state for stimulation of the brain to produce all the neuro-chemical and bioelectrical changes necessary for optimum health and regeneration. With this new energy and mental and emotional clarity, you can take charge of every aspect of your mental, emotional and physical health. This is possible because the dendrite building process allows you to add permanent, usable knowledge, skills, and techniques for your life development. The more you use the system, the more you benefit from the system.

What items do I need for a Dr. Coldwell System™ session?

You need a CD player with stereo headphones, a comfortable chair (recliner) or a bed, a quiet dark place (eye cover optional) with no sound (TV, phone, dogs, children, etc.) and a blanket to avoid chills. Do **NOT** use candles, incense or any aromatherapy products as artificial fragrances will distract and detract from the overall benefit of the session. You do not need any external stimulation whatsoever, and we strongly suggest that you have none in order to achieve optimum results.

What can I expect from the first session?

Typically, the first session is not as effective as those that follow because of normal skepticism, fear of the unknown, and the natural curiosity to analyze the music and narration, all of which are distracting. These distractions typically disappear after the 2nd or 3rd session. You will progressively feel better and more

energized after each session as the effects of the sessions build upon one another.

What can I expect from subsequent sessions?

The second session is more effective than the first, but the third session is even better because your nervous system becomes used to the deep physical relaxation and mental clarity and instinctively craves more. Around the fifth session (each person reacts differently), there is typically another breakthrough as you discover a relaxed sense of focus and ability to cope. Typically, by the sixth session or so, the brain begins installing positive neurological changes (i.e.: building dendrites), at which point you learn how to control your stress more effectively, feel more energized, and experience more joy. It is at this stage that self-acceptance and self-confidence improve with each session. But the magic number is 21, at which point the software (dendrites) is usually permanently installed so that all subsequent sessions have immediate benefits on an as needed basis.

When and how often do I need a session?

Everybody can benefit from a Dr. Coldwell System™ session. Although the outcome varies for each individual, you especially need a session whenever you feel particularly stressed or run down. Remember that it is on-going stress without a break that can cause a health breakdown so a session will provide the necessary break for the regeneration you need to maintain your health. How often you need a session depends entirely on your individual stress level. Stress is like dirt - it keeps piling up unless you wash it off or reduce it. In other words, you need to keep reducing stress on a frequent basis or it can lead to a health breakdown.

NOTE: It is impossible to overdose on Dr. Coldwell System™ sessions, and there are no known adverse side effects.

How long do the effects of a session last?

The effects of a session can last quite a while, but it depends entirely on your individual stress level. Since there is no limit to how many sessions you can have, you should simply have a regenerating session when you feel particularly tired, exhausted, depressed, hopeless or weak and need to regenerate.

CONCLUSION:

Because the Dr. Coldwell System™ sessions have a positive impact on your brain's capacity to visualize and create, you soon learn to gain more control over every part of your life, which automatically leads to improvement in your self-esteem and self-confidence. Elevated self-esteem and self-confidence contribute to improved mental and physical health.

Disclaimer: This system is not intended to diagnose, treat, cure or prevent any disease. The Dr. Coldwell System™ sessions are intended to be used by mentally fatigued, highly stressed, but otherwise mentally healthy people. This process is not designed to address clinical depression. This is an educational self-help system and as such every outcome is the sole responsibility of the user. There is no external manipulation in any form. The audio programs are instructive, self-help training sessions. Dr. Coldwell System™ sessions cannot and should not be used as or construed to be a substitute for a physician's visits, diagnosis, treatment, advice or any other therapy-related issues. If you have any concerns about any mental or physical conditions, ask your physician before using this product. Dr. Coldwell and the producers and sellers of this system assume no responsibility for any negative side effect from the use of this system or products.

All information, systems and products have been previously published in other languages. All original rights and international copyrights are with Naps University Verlag GmbH, Germany.

***The Deadly Stress Cycles
Stress, Energy Loss, Illness***

“The primary cause of illness is lack of energy; the primary cause of lack of energy is stress.”

Dr. Leonard Coldwell

Overweight

- Stress causes many people to overeat and gain unwanted pounds causing more stress and leading to more eating and so on. A generally unrecognized fact is that, when you are stressed, your digestive system basically shuts down so you are unable to convert food to energy...and, in the opinion of the author, lack of energy is the primary cause of illness.

Depression

- Stress can lead to anxiety, which can lead to depression, which can lead to more anxiety then more depression, and so the cycle continues. It all leads to lack of energy, and lack of energy is the primary cause of illness.

Health

- Stress induced health breakdowns lead to increased stress which leads to a weaker immune system, thus resulting in greater and more dangerous health breakdowns. This cycle stems from lack of energy, and lack of energy is the primary cause of illness.

Stress

What is stress?

Stress is the body's reaction to a primary stimulus: danger. Danger is perceived by human beings as anything that threatens their mental, emotional, or physical well being. Under stress, people can experience confusion, loss of control, abnormal behavior, and irrational fear. When the body is threatened with danger, it immediately produces stress hormones. These hormones trigger fight or flight reactions, but since people cannot run or fight in normal life situations, the hormones stay in the body and alter emotional, mental, and physical behavior. This can lead to abnormal actions and reactions such as binge eating, panic attacks, nervous or physical breakdowns, random aches and pain, depression, burnout, even suicidal tendencies.

Are mental, emotional and physical stresses different?

YES

- **Mental stress** comes from **creating** or **remembering** disturbing mental images. Examples would be imagining negative outcomes of future events—such as an irrational fear of being fired or humiliated or harmed—or recalling images of threatening situations, domineering parents, abusive caretakers or teachers or spouses, etc.
- **Emotional stress** comes from **experiencing** threats, severe illness, worry, hopelessness, helplessness, anxiety, self-doubt, fear of failure, lack of self-esteem, or living with unfair compromises. Some examples would be suffering in a bad relationship or oppressive work environment, being physically or emotionally abused, undergoing divorce or bankruptcy or death of a family member, or being helpless to aid or comfort a loved one.
- **Physical stress** comes from exceeding normal physical capabilities that lead to physical exhaustion. Examples would be excessive drinking or eating, exhaustive physical exercise, constant extreme pain, sleep deprivation, unruly children, and working under deadlines. Also included are internal toxic and/or acidic reactions, some allergies, as well as nutritional deficiencies.

NOTE: All three stresses can be interdependent and interrelated.

Is one type of stress worse than another?

Continuous, uninterrupted mental and/or emotional stress often goes unrecognized and untreated. This will sap the body's energy reserves and eventually lead to a health breakdown and severe illness. Complete physical exhaustion (stress) will halt the body's ability to continue any activity at a specific point in time, but will seldom cause a health breakdown. Physical stress can be alleviated by proper rest and nutrition and/or reducing workload.

What are some of the symptoms of mental and emotional stress?

The **symptoms** of mental and emotional stress can be divided into two categories: physical symptoms and psychological signs.

Physical Symptoms:

- Exhaustion, fatigue, lethargy
- Headaches, migraines, vision problems
- Heart palpitations, racing pulse, rapid shallow breathing
- Muscle tension, aches, spasms
- Dehydration
- Joint and back pain
- Shakiness, tremors, ticks, twitches, paralysis
- Nervousness, panic attacks
- Heartburn, indigestion, diarrhea, constipation, nausea, dizziness, ulcers,
- Dry mouth and throat
- Sexual dysfunction, lowered libido
- Excessive sweating, clammy hands, cold hands and/or feet, poor circulation
- Rashes, hives, itching, eczema, adult acne
- Nail biting, fidgeting, hair twirling or pulling
- Loss of appetite, bulimia, anorexia
- Obesity, overeating
- Sleep difficulties, insomnia
- Teeth grinding
- Asthma, allergies
- Increased use of alcohol and/or drugs and medication
- High blood pressure, weakened immune system

Psychological Symptoms:

- Irritability, impatience, anger, hostility
- Anxiety, panic, worrying, denial
- Agoraphobia
- Moodiness, bipolar tendencies, sadness, feeling upset
- Energy swings
- Emotionally exhausted, overwhelmed
- Involuntarily crying, depression
- Helplessness, hopelessness, lack of self-esteem
- Neurotic or uncommon behavior, schizophrenia
- Paranoia, claustrophobia, ADD, ADHD
- Intrusive and/or racing thoughts
- Memory loss, lack of concentration, indecision
- Lack of motivation
- Frequent absences from work, lowered productivity
- Feeling overwhelmed

- Loss of sense of humor

Why does stress affect our health?

All illness stems from a lack of energy! Emotional and/or mental stress is the greatest energy drainer affecting you. Continuous, uninterrupted emotional and/or mental stress will inevitably lead to an energy breakdown, which in turn will be followed by a health breakdown from a compromised immune system.

What else does stress cause?

Stress can cause dehydration, nutritional deficiencies, lack of oxygen and restful self-healing phases. Stress is also one of the main causes for diseases and symptoms such as:

Cancer, heart disease, ADD/ADHD, Parkinson's, Alzheimer's, sexual dysfunction, bulimia, pre-aging, lowered immune function, rheumatic/arthritis/fibromyalgia, joint and muscle pain, constipation, insomnia, memory loss, suicide, toxemia and acidosis.

Is dealing with stress really that important?

Untreated, constant (chronic) mental and emotional stress can shorten life expectancy, poor quality of life and result in numerous health challenges. Alleviating the stress allows you pursue a happy life on your own terms.

What is the primary physiological effect of stress?

Chronic stress leads to dehydration, one of the primary causes of physical degeneration, atrophy, and death.

Scientifically confirmed symptoms of **dehydration** are:

- DNA damage
- Lowered immune functions
- Inability to absorb foods, vitamins and minerals
- Lack of energy supply from digestion
- Reduction in efficiency of red blood cells

Some emotional manifestations of **dehydration** include:

- Depression
- Anxiety
- Feelings of inadequacy
- Irritability
- Dejection
- Self-consciousness
- Cravings (caffeine, alcohol, drugs, etc.)
- Agoraphobia

Scientifically recognized physical signs of **dehydration** include:

- Fibromyalgia
- Asthma
- Bronchitis
- Allergies
- Indigestion/acid reflux
- Chronic arthritic pain
- High blood pressure
- Higher cholesterol
- Chronic fatigue syndrome
- Angina
- Strokes
- Ear related symptoms, dizziness, equilibrium problems
- Deafness
- Visual problems
- Cataract
- Vitreous detachment
- Uveitis
- Multiple Sclerosis

Note: The main cause of dehydration (other than not drinking water) is stress!

Some facts to consider:

- Scientists at Cambridge University have evidence that the human life potential can reach 160 years.
- 112 million people take stress related medication.
- 250 million prescriptions for tranquilizers are filled annually.
- 25 million Americans suffer from high blood pressure.
- 15 million people have social anxieties.
- 14 million are alcoholics.
- 5 million people are depressed.
- 3 million people suffer from panic attacks.
- 1 million people have heart attacks each year.
- Muscles are a primary target for stress manifesting in cramping, spasms, back and jaw pain, and tremors.
- Stress can play a significant role in circulatory and heart disease, sudden cardio death and strokes.
- Stress can increase blood pressure, raise cholesterol levels and speed up blood clotting.
- Stress causes more heart disease than smoking.
- Heart disease kills more people than any other disease.
- The Harvard School for Public Health published that 65% of all cancer can be prevented by diet.
- The American Cancer Society published that at least one third of all cancer could be prevented by diet.

- Studies have shown a 66% decrease in cancer among women with a higher oxygen level.
- Mainstream medicine agrees that your body can only heal while asleep.
- Experts worldwide agree that a positive attitude contributes to a major part of health and wellness.

A scientific review of the Dr. Coldwell System™!

Every Dr. Coldwell System™ session provides stress reduction. However, it is

important to note that while you are in a state of deep physical relaxation and total mental clarity, it is also possible to effectively and quickly condition your brain to achieve specific objectives like building self-esteem, improving your golf game, conquering test anxiety, overcoming trauma, etc. Every Dr. Coldwell System™ session can provide an immediate benefit to everybody because with the body's enhanced ability to fully relax, it is supplied with an abundance of energy, oxygen, nutrition and optimum blood flow.

Fundamentally, the system works because the brain needs a comprehensive blueprint and the proper software to direct the nervous system to achieve a desired goal. Normally, this blueprint develops over years of trial and error decision making combined with constant repetition, which is the foundation for dendrite formation (software) that directs your mental activities. Using golf as an example, the sport requires years of practice, on-course play, the selection of proper clubs, the development of an ability to relax, focus, align, breathe, and swing in order to play well. All of these are components of the blueprint to pull off the perfect game. By practicing you build the dendrites (software) to execute the swing and play the game. The Dr. Coldwell System™ assists you in achieving your goal faster while bypassing all the years it would normally take because you can quickly condition your brain to perform the desired swing and play your best game while listening to the Dr. Coldwell System™ program. Results will vary with each person.

Remember, the Dr. Coldwell System™ program utilizes a combination of brain states and generic "I" based audio commands to effectively program the mind and nervous system so that the result you want is permanently installed as software in the brain. It is important to understand that you must be in a specific brain state at a specific time in order to achieve the proper programming. You must be in the beta state (14-30 hertz) to clearly define your objective. You then must shift to the alpha state (7-13 hertz) to be able to create a blueprint for action. Immediately thereafter you must return to the beta state (14-30 hertz) to commit to the blueprint. Then you must transfer to the theta state (3-6 hertz) so that the brain can begin building the new dendrites and install this new software throughout the nervous system.

Note: The brain has no sense of the concept of time.

With this process, you are able to produce results that might normally require years to produce. The Dr. Coldwell System™ was created to function within the natural mechanism of the nervous system which is why the sessions are so effective. It simply allows natural neurological mechanisms to function faster and more efficiently.

Note: You can only achieve objectives that are intrinsically beneficial and derived from your personal goals and desires.

If you instinctively believe that your objective is right for you then you will achieve it. While the Dr. Coldwell System™ facilitates your ability to achieve your objective faster and more efficiently, please be aware that any stress

reduction or conditioning system that is not based on your instincts will not be permanent and can actually cause negative effects. For instance, hypnotists use the alpha state to manipulate and control human behavior and can direct you to behave in a manner contrary to your natural instincts for a limited time (witness the ridiculous antics of hypnotized subjects on stage), but once you return from the alpha state, there is no further programming. This is because you cannot build dendrites in the alpha state; therefore, there is no software to initiate further action. This is why hypnotic suggestion has to be constantly repeated. It is, in fact, brainwashing. The person being hypnotized is required to give control of their mind to the brainwasher. We believe this can be harmful and can even cause multiple personality disorders in some subjects. It surely creates a dependency in the subject and has the potential to lead to bipolar disorder and, in extreme cases, to paranoia and/or schizophrenia.

The Founder

Dr. Leonard Coldwell

After 16 years as a General Practitioner in Europe, Dr. Coldwell left general practice to concentrate on his applied research in stress and stress-related diseases, with particular emphasis on cancer. Along the way, he became a noted consultant and trainer for multinational corporations, charitable organizations, and medical institutions. He moved to Charleston, S.C. in 1998 where he still resides. He is the founder of the "Modern Therapy Centers" and the "Foundation for Crime and Drug Free Schools and Health for Children". He is also President of the "World Wellness Organization™".

While in Europe, Dr. Coldwell was the author of 8 bestselling books, countless articles, and hundreds of self-help audio programs. He remains a syndicated columnist with more than 7 million readers and continues to author one of the most successful and widely distributed self-help newsletters in Europe. Over 2 million people have attended his life enhancing seminars.

In addition to his appearances on numerous TV and radio stations around the world, he frequently appears on American TV news shows, radio shows and newspapers. Soon after the tragedy of September 11, 2001, he was called on by the U.S. Naval Weapons Station in Charleston, S.C. to address stress related problems as an expert on traumatic stress relief. He continues to develop programs for firefighters and other professionals to relieve "stress", and he is active in the community as a volunteer for charity and nonprofit activities, particularly with his "Foundation for Crime and Drug Free Schools and Health for Children".

In 2000, Dr. Coldwell made the decision to invest his time, knowledge and experience in teaching and consulting to help make a better world for children and parents. Through his children's foundation, he is helping teachers, parents and children deal with stress and drugs in the local schools. Further, he is well into the planning stages for the world's largest most comprehensive health resort in South Carolina. His plan is to house every mainstream, alternative, holistic and integrated therapy system in one location so that patients will have access to state of the art healing arts and practices in a wellness setting unique to the world.

Finally, Dr. Coldwell is in the final stages of completing a multimedia self-help library that addresses all aspects of life and the human condition.

Contact and Order Information: