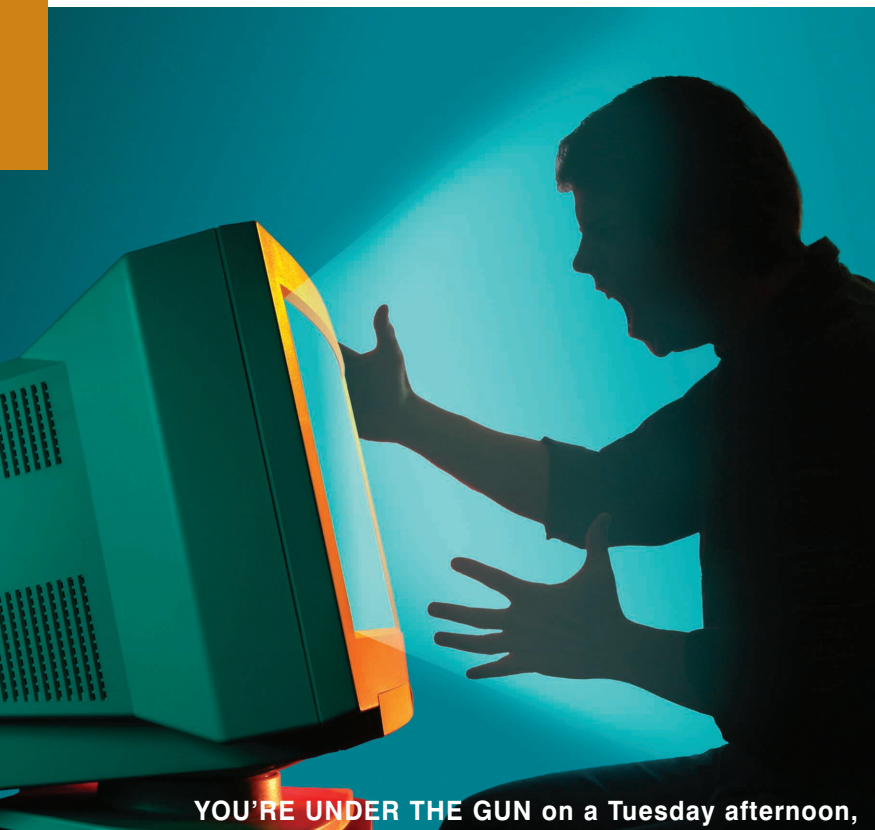


Grab the CALMadvantage OVER OFFICE STRESS!



YOU'RE UNDER THE GUN on a Tuesday afternoon,

and you open up an important e-mail attachment to discover the file doesn't work on your computer. You start sweating, your heart races, and you fantasize about throwing your PC right through the window.

Sound familiar? The American Institute of Stress says that more than 110 million Americans take medication for stress each week, with about one-third of all U.S. workers reporting high levels of stress. More so than even home and family, work looms as the most stressful component in our daily lives.

THE SCOPE OF OFFICE STRESS

In a 1999 report, the National Institute for Occupational Safety and Health defined workplace stress as, "The harmful physical and emotional responses that occur when the requirements of the job do not match the capabilities, resources, or needs of the worker."

Paul J. Rosch, M.D., F.A.C.P., president of The American Institute of Stress, told *Healthy Living*, "Americans perceive they are under more stress now than ever before, and this is true for all demographic groups. It is also clear that job stress has escalated progressively over the past four decades."

The National Mental Health Association says work-related stress results in about one million missed days a year, and "untreated and mistreated mental illnesses cost the United States \$150 billion in lost productivity." The Association adds ominously that job stress is now linked to heart disease, lung ailments, suicide, and even cancer.

It's all enough to get one, well, stressed!

Long hours and scant vacation time create a host of stress-inducing problems, from poor diet and a lack of exercise, to severely disrupted sleep patterns. Experts agree that changing one's lifestyle and dietary habits is the surest way to de-stress and to lead a complete life, but such broad solutions aren't easily undertaken.

Thankfully, Advanced Nutritional Innovations' (ANI) CALMadvantage™ has arrived. This proprietary, all-natural herbal blend relieves stress and relaxes nerves, and it does it all without making you drowsy.

CALMADVANTAGE'S ALL-NATURAL BLEND

The 2003 Naturopathic Physician of the Year, Chris Meletis, N.D., formulated CALMadvantage by combining the non-drowsy, relaxing agent, L-theanine (more on that later), with 5-hydroxytryptophan (5-HTP) and methylsulfonylmethane (MSM).

5-HTP is an amino acid that creates serotonin in the brain to regulate/improve mood and maintain mental acuity. Its inclusion helps counteract the dip in serotonin levels that accompanies the ingestion of L-theanine. MSM, a nutritional form of biological sulfur, allows for the bloodstream to more easily absorb the other two ingredients.

In a note to *Healthy Living*, ANI President and CEO Robert Clifford wrote, “The 5-HTP ingredient is not easily absorbed. We believe that MSM helps improve absorption of 5-HTP and therefore the consistency of results.”

Indeed, Dr. Meletis formulated CALMadvantage so that individuals can ingest it with an eye toward the day’s peak hours (i.e., work), its combination of L-theanine and 5-HTP forming a healthy middle ground, of sorts, between all-natural sedative and all-natural stimulant.

Robert Clifford added, “We have observed a natural synergy between these two ingredients. We use enough 5-HTP in the formula to more than offset the [serotonin] reduction caused by L-theanine and have the net effect of boosting mood.”

THE L-THEANINE ADVANTAGE

At the core of the CALMadvantage blend is L-theanine, the naturally calming ingredient in green tea. With no known negative side effects, only a small dosage needed to achieve results, and a fast reaction time, L-theanine works differently than sleep-inducing anti-stress herbs such as kava-kava, valerian, and St. John’s wort.

L-theanine causes the body to release gamma-amino butyric acid (GABA). This inhibitory neurotransmitter calms nerve cells to bring about a relaxed, but alert state. As the primary ingredient found in green tea leaves, a slew of laboratory testing has recently expanded our knowledge on L-theanine’s relaxant capabilities.

Japanese studies of the Suntheanine® brand

of L-theanine on humans have revealed that ingesting between 50 to 200 mg of the amino acid increases alpha brainwaves (those brainwaves that signal the body is in a relaxed and alert state) after about 40 minutes. Other lab studies have shown L-theanine to be beneficial in fighting off bacteria and viruses, negating caffeine’s effects, and improving blood circulation in the extremities. Japanese tests on laboratory rats have even indicated that L-theanine helps support healthy blood pressure levels and causes the brain to produce more tryptophan, another chemical precursor to serotonin.

THE BUZZ ON THE BUZZ

But lab results are one thing. What do regular folks think of CALMadvantage and its synergistic blend? Several of the editors at *Healthy Living* have tested it, and immediately felt a calming, wakeful buzz—a mix of a relaxed state (the L-theanine), and an upbeat mood (the 5-HTP!).

“I don’t think I’ve seen another [formula] that combines [5-HTP and L-theanine],” Dave Rousset, founder of Advanced Supplements in Oregon City, Oregon, told *Healthy Living* when asked of his shop’s success in selling CALMadvantage.

“I get [customers] sold on each ingredient. As soon as they see the option of doing both, they jump at it.”

And Rousset does not exaggerate. According to ANI’s Robert Clifford, “Retailers report that as many as 80 percent of the people who take a four-capsule sample card come back to purchase the product.”

CAUSE AND EFFECT

Just as CALMadvantage’s combining of L-theanine and 5-HTP lowers stress *and* improves mood, stress itself can prove a complex, multifaceted part of your daily work life. Remember: Reducing stress will also help to reduce your physical and mental ailments, which will in turn improve your productivity and interaction with family, friends, and coworkers. —A.M. ■

References available at www.freedompressionline.com.

SIMPLE SOLUTIONS FOR WORKPLACE STRESS

The National Institute for Occupational Safety and Health video, *Working with Stress*, explains some do-it-yourself solutions to office stress.

- Never stop trying to achieve a better balance between your work and personal life.
- Form friendships with coworkers whom you can comfortably confide in during tough times.
- Practice basic optimism; go home thinking about tomorrow, not what happened today.
- Of course, “The most direct way to prevent stress,” according to *Working with Stress*, is “to improve working conditions.” Better lighting, better desks, and longer breaks can go a long way!

RESOURCES

CALMadvantage can be found at health food stores and other natural retail outlets across America. For more information call toll-free (866) 848-2797 or visit www.calmadvantage.com.



THE L-THEANINE BASICS

Forget the studies and statistics. Here’s the lowdown on what L-theanine can do for you!

- Relieve stress
- Promote relaxation without drowsiness
- Reduce nervous irritability and restlessness
- Promote a relaxed feeling
- Ease nervousness due to common, everyday fatigue
- Boost mental sharpness and clarity