



**THE
BUTTERFLY
EFFECT**

We Don't Know How to Breathe

Finding a drug free method to alleviate stress, anxiety and chronic pain has been a lifetime goal for a Glenorchy physiotherapist who says the answer has literally been under our nose the whole time.

Emma Ferris says we all make the mistake of thinking we automatically know how to breathe. "It's logical that we believe that we breathe OK, but the truth is that bad habits and stress start to change our breathing patterns, causing long term health issues."

Medical research shows around 50 per cent of us have some form of breathing dysfunction, and around 10 per cent of the population suffers from hyperventilation syndrome, which is a relatively serious breathing pattern disorder.*

"The trouble is that we don't know these harmful breathing habits creep into our lives. It happens gradually. But these changes can affect virtually every aspect of our health, in ways that are both surprising and serious. The good news is that like all habits, bad breathing is reversible with some time, education and effort."

The Big Exhale Course, which Emma has produced over the past two years, is backed by extensive practical work with a wide variety of patients. People with sports injuries, chronic pain and even severe anxiety issues have all shown sustained, long term improvement by changing the way that they breathe.

"It's the one thing that we can all change quite quickly and quite simply. Getting our breathing sorted means that our body can start to correct itself. There's a direct link between our breathing and our nervous system which in turn can lead to changes in our blood chemistry. It's a feedback loop that nature designed to help us survive in the wild, but it works against us in the modern, fast-paced work environment."

The 30 day The Big Exhale video course is accompanied by daily fact sheets which outline the science behind a series of exercises and educational routines that are all designed to change bad breathing habits into healthy habits.

The two year Big Exhale project involved an extensive team of local writers, web designers, video producers, medical experts and specialist advisers. "I'm so proud of what we've created," says Emma Ferris.

"It's been great fun, and a huge amount of hard work, putting the course together. It ultimately has the power to change the way we breathe and reverse the damaging breathing habits that sneak up on us, damaging not only our health but holding us back in both our family and work lives."



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* http://www.physio-pedia.com/Breathing_Pattern_Disorders

For more information and media online vouchers giving full, free review access to the 30 Day The Big Exhale Course, contact Peter Newport of Newport Media. 021 380 318. peter@newportmedia.nz

See accompanying fact sheets for further information about the course and Emma. Images available on request including high-res screen grabs from the video course.