



ELECTRONIC PRESS KIT 2020

DR. CAROLINE LEAF BIOGRAPHY

NEUROSCIENTIST, MENTAL HEALTH & MIND EXPERT, BESTSELLING AUTHOR & TOP HEALTH PODCAST HOST



Dr. Caroline Leaf is a communication pathologist and cognitive neuroscientist with a master's and PhD in Communication Pathology and a BSc Logopedics, specializing in cognitive and metacognitive neuropsychology. Since the early 1980s she has researched the mind-brain connection, the nature of mental health, and the formation of memory. She was one of the first in her field to study how the brain can change (neuroplasticity) with directed mind input.

During her years in clinical practice and her work with thousands of underprivileged teachers and students in her home country of South Africa and in the USA, she developed her theory (called the Geodesic Information Processing theory) of how we think, build memory, and learn, into tools and processes that have transformed the lives of hundreds of thousands of individuals with Traumatic Brain Injury (TBI), Chronic Traumatic Encephalopathy (CTE), learning disabilities (ADD, ADHD), autism, dementias and mental ill-health issues like anxiety and depression. She has helped hundreds of thousands of students and adults learn how to use their mind to detox and grow their brain to succeed in every area of their lives, including school, university, and the workplace.

Dr. Leaf is also the bestselling author of *Switch on Your Brain*, *Think Learn Succeed*, *Think and Eat Yourself Smart*, and more. She frequently teaches at academic and medical conferences and is a renowned speaker and authority on mental health. Dr. Leaf and her team are working on a number of new initiatives to help make mental health resources more available to the public. Read more below about Dr. Leaf's podcast "Cleaning Up the Mental Mess" and 21-day mental health detox app for iOS and Android devices, "Switch."

Dr. Leaf is currently conducting clinical trials using the 5-step program she developed while in private practice to further demonstrate the effectiveness of mind-directed techniques to help relieve mental ill-health problems such as anxiety, depression and intrusive thoughts. The primary aim of these trials is to make mental health care more affordable, applicable, and accessible worldwide, and to reduce the stigma around mental health. The results will be published later this year.

SWITCH: 21-DAY MENTAL HEALTH DETOX APP (2019-Current)



Switch is a mobile app developed for both iOS and Android devices featuring audio-guided modules by Dr. Caroline Leaf. In just 15-30 minutes per day for 21 days, Dr. Leaf guides users at their own pace through their "brain detox," helping them form new, healthy thinking habits. The scientifically tested program incorporates 30+ years of Dr. Leaf's research and has shown to decrease anxiety and depression in users by up to 80%. The app has been downloaded over 80,000 times since its launch in June 2019. Learn more about the Switch App here: <https://theswitch.app>

PODCAST: *CLEANING UP THE MENTAL MESS* (2018-Current)

Twice a week Dr. Leaf and guest experts provide tips and tools to help listeners take back control over their mental, emotional, and physical health. *Cleaning up the Mental Mess* with Dr. Caroline Leaf has featured some of the world's foremost experts in diet, mental and physical health including Dr. Will Cole, Wim Hoff, Melissa Urban and Dr. Steven Gundry. The podcast is consistently ranked in the top 50 in the health category on iTunes, receiving 55,000 downloads per episode on average. *Cleaning up the Mental Mess* is available for listening on iTunes, Spotify, YouTube and PodBean.

SOCIAL MEDIA LINKS

- [Facebook: @drleaf](#) 406k Followers
- [Instagram: @drcarolineleaf](#) 344k Followers
- [Twitter: @drcarolineleaf](#) 48k Followers
- [YouTube: Dr Caroline Leaf](#) 110k Subscribers
- [Vimeo: Dr. Caroline Leaf](#) N/A

IMAGE GALLERY

You can select and download headshots and lifestyle shots of Dr. Leaf [here](#)

SUGGESTED QUESTIONS

- How to detox your brain in 21-63 days using 5 simple steps
- How to stop overthinking and ruminating on past mistakes and failures
- Why we tend to focus more on the negative and how to change this
- How to deal with toxic words, people, and events
- How building your brain is a neglected but vital part of mental health management + how to build your brain correctly
- The benefits of anxiety and how to know when it's become toxic + tips to reduce anxiety
- Why mindfulness is not enough and how to go beyond mindfulness to create sustainable change
- How neuroplasticity works and why this concept is vital to healing from trauma, depression, anxiety and chaotic thinking + how to use neuroplasticity in the right way
- How to manage trauma, secondary trauma, and PTSD
- How to deal with chronic and acute stress + tips on how to make stress work for you and not against you
- What food and supplements can boost mental and brain health?
- How to use exercise, breath work, and meditation to reduce anxiety and depression
- Best tips for dealing with workplace anxiety
- How to help someone else (a spouse, child, friend) who is struggling with depression, anxiety, or any other mental health issue?
- How to help your children become more stress resilient and how to help them detox their brain?
- How does your app "Switch" work, what is the science behind it, and how does one use it?

PAST FEATURES

TELEVISION

OUTLET	FEATURE TITLE & LINK	DATE
Good Morning La La Land	"Transformation Tuesday"	1/22/19

PODCASTS

OUTLET	FEATURE TITLE	DATE
Getting Curious with Jonathan Van Ness	What is toxic stress and why is she so bad?	1/21/19
Ancient Wisdom Today	Deep Cognitive Awareness	1/22/19
Get Happy	How to switch on your brain and create an epic mindset with neuroscientist Caroline Leaf	1/23/19
The Fat-Burning Man	How to handle toxic stress & harness the power of the placebo effect	4/12/19

ONLINE

OUTLET	FEATURE TITLE	DATE
Thrive Global	One on one with Dr. Caroline Leaf	11/2/18
Bustle	7 sleep habits that can mess with your memory	11/8/18
Bustle	7 habits that literally cause your brain to shrink	11/15/18
Medium	Heroes of The Opioid Crisis: "The obvious solution is to create environments of love"	11/25/18
Thrive Global	Heroes of The Opioid Crisis: "The obvious solution is to create environments of love"	11/26/18
Fatherly	How to be the best damn gift-giver you can be	11/28/18
Bustle	How being cynical changes your brain	11/30/18
Heathway	Looking inside the grandiose (and equally anxious) mind	12/3/18
Thriveworks	Is pessimism or optimism a mental illness?	12/5/18
Bustle	7 weird changes that happen in your brain when you get into a relationship	12/12/18
Up Journey	How to stop being insecure about yourself	12/13/18
Stltoday	How to stay focused on your job search during the holidays	12/17/18
Oprah Magazine	How to be happy in 14 little steps	1/16/19
Well + Good	How to harness your brain's "veto power" and send negative thoughts packing	2/28/19
Your Teen Mag	Importance of mental health days off	3/1/19
Inc.	How to manage drama in the workplace using your emotional intelligence	3/11/19
Romper	7 ways grieving when you're young changes you	3/12/19
Bustle	19 physical tolls you didn't realize anxiety can take on your body	3/14/19
Forbes	A career burnout framework and the thing neuroscientists say disrupts it	3/15/19
Top 10 Remedies	Positive ways to improve brain development in children	3/18/19
Bustle	7 vitamins you may be lacking if you have trouble sleeping	3/21/19
The Girlfriend from AARP	Are you a woman who supports other women?	5/1/19
Glamour UK	Why being bored is actually very good for your brain	3/22/20
Well + Good	The beauty products that will make you happy – Just by looking at them	4/9/2020
Shondaland	Are you stress eating your way through the pandemic? Some tips to manage the cravings	4/13/20

For more information please contact dominique@drleaf.com
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